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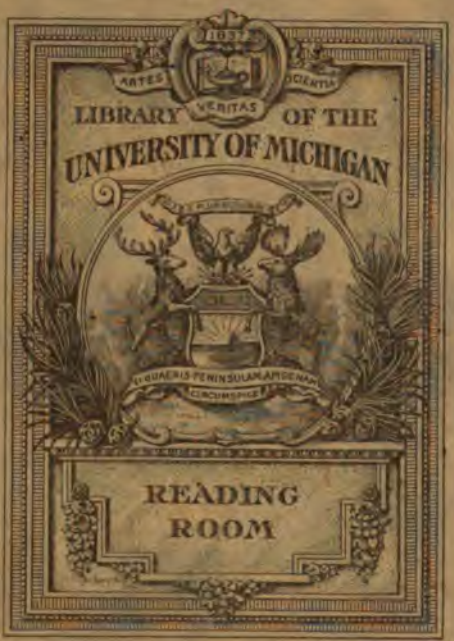
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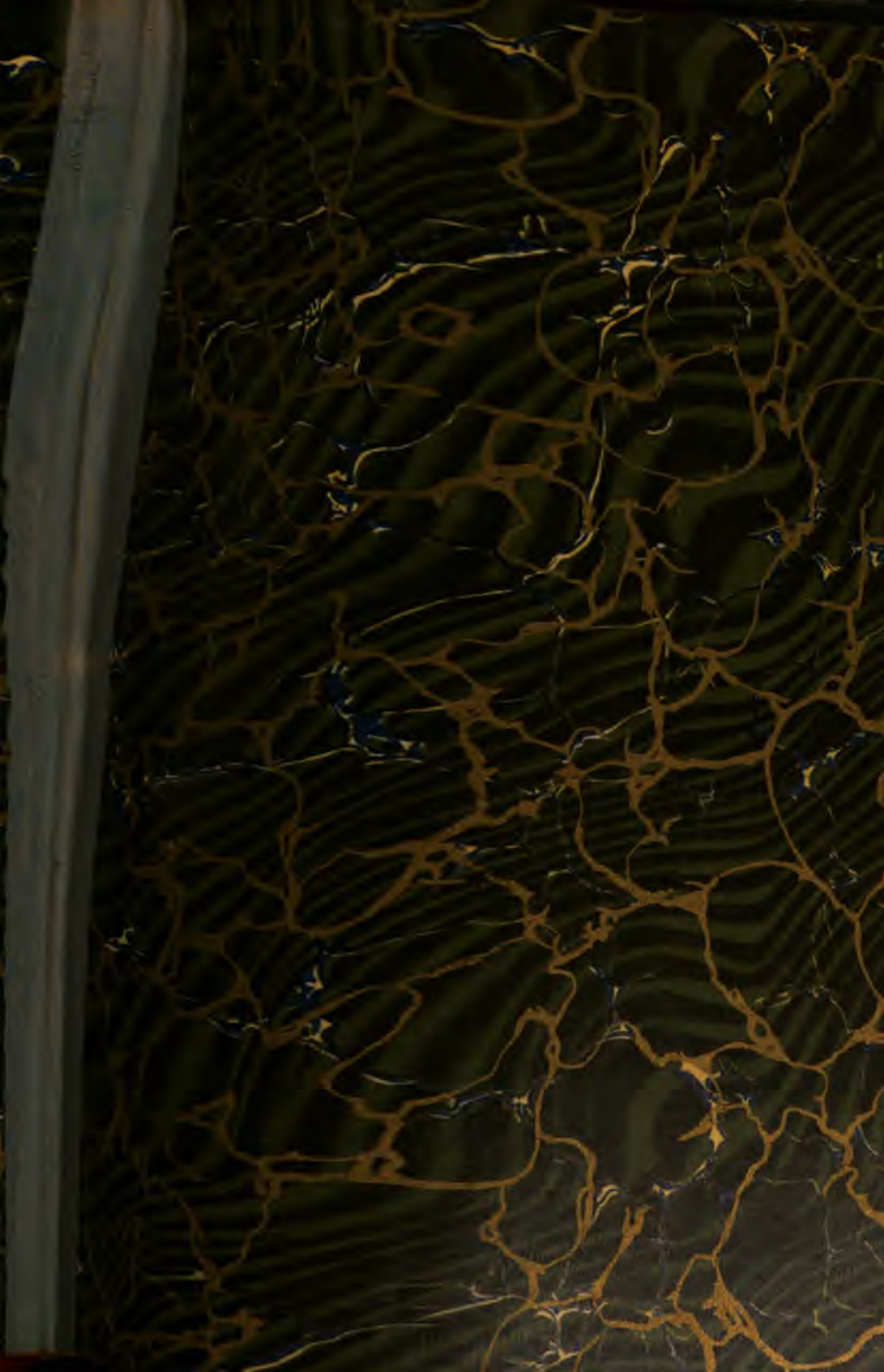
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ADVERTISEMENT DISPLAY MEDIUMS
RETAIL MANAGEMENT
DEPARTMENT-STORE MANAGEMENT

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PREFACE

The International Library of Technology is the outgrowth of a large and increasing demand that has arisen for the Reference Libraries of the International Correspondence Schools on the part of those who are not students of the Schools. As the volumes composing this Library are all printed from the same plates used in printing the Reference Libraries above mentioned, a few words are necessary regarding the scope and purpose of the instruction imparted to the students of—and the class of students taught by—these Schools, in order to afford a clear understanding of their salient and unique features.

The only requirement for admission to any of the courses offered by the International Correspondence Schools, is that the applicant shall be able to read the English language and to write it sufficiently well to make his written answers to the questions asked him intelligible. Each course is complete in itself, and no textbooks are required other than those prepared by the Schools for the particular course selected. The students themselves are from every class, trade, and profession and from every country; they are, almost without exception, busily engaged in some vocation, and can spare but little time for study, and that usually outside of their regular working hours. The information desired is such as can be immediately applied in practice, so that the student may be enabled to exchange his present vocation for a more congenial one, or to rise to a higher level in the one he now pursues. Furthermore, he wishes to obtain a good working knowledge of the subjects treated in the shortest time and in the most direct manner possible.

In meeting these requirements, we have produced a set of books that in many respects, and particularly in the general plan followed, are absolutely unique. In the majority of subjects treated the knowledge of mathematics required is limited to the simplest principles of arithmetic and mensuration, and in no case is any greater knowledge of mathematics needed than the simplest elementary principles of algebra, geometry, and trigonometry, with a thorough, practical acquaintance with the use of the logarithmic table. To effect this result, derivations of rules and formulas are omitted, but thorough and complete instructions are given regarding how, when, and under what circumstances any particular rule, formula, or process should be applied; and whenever possible one or more examples, such as would be likely to arise in actual practice—together with their solutions—are given to illustrate and explain its application.

In preparing these textbooks, it has been our constant endeavor to view the matter from the student's standpoint, and to try and anticipate everything that would cause him trouble. The utmost pains have been taken to avoid and correct any and all ambiguous expressions—both those due to faulty rhetoric and those due to insufficiency of statement or explanation. As the best way to make a statement, explanation, or description clear is to give a picture or a diagram in connection with it, illustrations have been used almost without limit. The illustrations have in all cases been adapted to the requirements of the text, and projections and sections or outline, partially shaded, or full-shaded perspectives have been used, according to which will best produce the desired results. Half-tones have been used rather sparingly, except in those cases where the general effect is desired rather than the actual details.

It is obvious that books prepared along the lines mentioned must not only be clear and concise beyond anything heretofore attempted, but they must also possess unequaled value for reference purposes. They not only give the maximum of information in a minimum space, but this information is so ingeniously arranged and correlated, and the

indexes are so full and complete, that it can at once be made available to the reader. The numerous examples and explanatory remarks, together with the absence of long demonstrations and abstruse mathematical calculations, are of great assistance in helping one select the proper formula, method, or process and in teaching him how or when it should be used.

This volume deals with the display of advertisements, provides an analysis of the value of the principal mediums for advertising, as well as an exposition of the conditions and regulations peculiar to newspapers and magazines, and covers the application of the science of advertising to the promoting of retail enterprises, including department stores. Display, a subject formerly left almost entirely to the printer's consideration, now commands close attention from advertising men. The medium in which an advertisement is to appear influences both copy and display, and the selecting of mediums calls for critical investigation and the use of good judgment if the enormous sums wasted yearly in unprofitable mediums are to be reduced. Too often advertising has been regarded as an independent force. Therefore, much space is given to showing the relation between publicity methods and the business management, the goods, and the service.

The method of numbering the pages, cuts, articles, etc. is such that each subject or part, when the subject is divided into two or more parts, is complete in itself; hence, in order to make the index intelligible, it was necessary to give each subject or part a number. This number is placed at the top of each page, on the headline, opposite the page number; and to distinguish it from the page number it is preceded by the printer's section mark (§). Consequently, a reference such as §16, page 26, will be readily found by looking along the inside edges of the headlines until §16 is found, and then through §16 until page 26 is found.

INTERNATIONAL TEXTBOOK COMPANY

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ADVERTISEMENT DISPLAY

(PART 1)

TYPOGRAPHICAL DISPLAY

GENERAL PRINCIPLES

1. To be effective, an advertisement must attract attention. Apt wording of headings and appropriate illustration contribute largely to attention-attracting power. But the method of attracting attention that lends the greatest strength to apt wording and appropriate illustration is **typographical display.** To display an advertisement well means to give it such a typographical appearance that it will attract those whom the advertiser wishes to interest. This means giving contrast, or typographical emphasis (by the use of heavier type), to the important features of the copy—the headline, the name of the article, the name of the advertiser, some selling point of the article or time of sale, etc.—the writer selecting for display the features that he thinks are most likely to attract attention or to make an impression.

Although the word *display* is sometimes used loosely to refer to the general typographical effect of an advertisement, it refers specifically to the parts or lines of an advertisement set in larger or heavier type.

2. Value of Contrast.—A whole page of separate advertisements set in the same style and size of type would appear monotonous. The eye roaming over such a page would find nothing to draw it to any particular advertisement.

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All the selling points of the various articles would be lost in the mass of body matter. Introduce a display, or contrast, line in each advertisement, emphasizing either the name of the article or a strong selling point, however, and see the power it will exert in arresting the reader's attention. If each advertisement has an identifying feature set in a larger and heavier face of type than the body matter, it becomes easy to distinguish one from another; and the eye in roaming over the page is easily drawn to those which are of interest. Figs. 1, 2, and 3 illustrate this principle.

Fig. 1 shows an advertisement set in a single paragraph of body type, without any emphasis or display. Fig. 2 shows the same advertisement with the addition of two

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is guaranteed pure and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

Jones & Company, 36 Courtland St.

FIG. 1

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is guaranteed pure and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

JONES & COMPANY
36 Courtland St.

FIG. 2

display lines. Note how much stronger and more attractive Fig. 2 is than Fig. 1, yet the only change is in the display of the name of the article advertised and the rearrangement of the firm name. The heading in Fig. 2 catches the eye, while the advertisement in Fig. 1, owing to its lack of display, would rarely be noticed. However, the copy in Fig. 2 has not been displayed to its maximum strength. Introduce a secondary display, the strongest selling point, as in Fig. 3, and observe the effect. The main selling point of this copy is the purity of the chocolates; therefore, this feature is displayed, though it is not made quite so prominent as the heading. The name and address of the dealer being important, these lines are also given a little display.

Compare Fig. 3 with Figs. 1 and 2 and note the progressive steps from the weakest to the strongest effect. While, in this instance, the secondary display, "Guaranteed Pure," was needed to bring out the full strength of the copy, it should not be taken as a strict rule that secondary displays are always needed. The plain-rule border surrounding the advertisement shown in Fig. 3 serves to bind the whole into a single unit and aids materially in concentrating the attention.

3. So far as the typography of an advertisement is concerned, the power of attraction is of no greater importance than that of legibility. People insist that advertising shall be easy to read. They emphasize this demand by passing unheeded the advertisements set in types that are not pleasing and easily read, or the advertisements that, by a freakish arrangement, possess features that impair their legibility. Good display consists of simple, strong effects, and it makes the reading of an advertisement easy, quick, and certain. Complex elements, by diffusing the attention, fail to produce the desired results. To reach its highest effectiveness, an advertisement must be so constructed that the eye will be attracted by something striking or especially pleasing in the display; and when this has been accomplished, the arrangement of the matter that follows must appear so logical and so easy to follow that the reader will be led on to the end.

Lowney's Chocolates

When you want the highest grade of chocolates that the skill of the confectioner can produce, ask for Lowney's. There are other chocolates—lots of them—but you won't buy them after once tasting Lowney's. Every piece is

Guaranteed Pure

and wholesome. Made from selected beans scientifically treated to retain the full strength and flavor. Healthful as well as delicious. Take a box home to your wife or your sweetheart.

JONES & COMPANY

36 Courtland St.

FIG. 3

4. Misleading Display.—In preparing advertisements, **misleading display** should always be avoided. To make the meaning of the advertisement easy and certain, promi-

nence should be given to the right words. Some one point in the copy of the advertisement must necessarily be the strongest, and it should be made to stand out clearly above all others.

5. Displaying Too Many Features.—The fewer points emphasized, the stronger will be the emphasis. The ad-writer should avoid emphasizing everything that might be emphasized, or the advertisement will appear a mere jumble of display type and there will be no emphasis whatever to any part of it. Expert printers say, "All display means no display." The ad-writer will do well to memorize this aphorism, for he will find that most printers are disposed to display too many parts of an advertisement.

6. Three Display Colors.—The ad-writer has three colors to deal with, namely, *white*, *gray*, and *black*. The **white** is the paper. The **gray** is the body matter—a mass of small, light-faced type that gives a gray effect on white paper, owing to the predominance of surrounding white, the rapid printing, and the usual poor quality of paper and ink. The **black** is the display type and the border, but in newspapers it is seldom a pure black. Magazines and trade papers, by the use of polished-surface papers and better inks, secure a deeper black than do newspapers.

FUNCTIONS OF DISPLAY

7. Primarily, the purpose of display is to attract attention. After this has been effected, it is necessary that the display be of the kind that will please the eye, emphasize the strong features, and make the advertisement easy to read and easy to grasp.

Attention may be attracted by the unusual appearance of the entire advertisement or by the contrast between its light and dark portions. The strongest contrast is secured by concentrating the black and gray portions. For example, one or two display lines in large type will stand out much stronger than several display lines in small type. A single

mass of body matter will contrast better with display lines and white space than will several small masses of body type. Plenty of white space between the black and gray masses will make these masses more prominent than they would be if the white space were scattered throughout the advertisement.

8. In order to please the eye, the display should be well balanced and harmonious. Grotesque arrangements of the various display elements should be avoided. They may attract the eye by their novelty, but they usually lessen the legibility of the advertisement, and the final impression is not pleasing.

Overbalancing of any of the three colors should be avoided; that is, neither the display lines nor the border should be too heavy, and there should not be too much body matter nor too much white space. It is sometimes well to break up large masses of body matter by means of secondary displays or by the use of white space. In this way it is possible to prevent the impression of tediousness that may be conveyed to the reader by a large mass of compact body type. Care, however, should be taken to avoid producing a scattered effect, as this will not give the proper contrast.

9. In making an advertisement easy to read, both the heading and the secondary display lines will be found of assistance, because, when properly used, they emphasize the important ideas. Secondary display lines may also be used to show where a new idea is to be introduced. The value of white space in making an advertisement more readable lies in the use of margins, space between the display lines and body matter, and spaces between the lines of body matter itself.

10. To make an advertisement easy to grasp, it should be so arranged that the general idea to be conveyed by it will be evident at a glance. To effect this arrangement, the main features of the advertisement should be made prominent, and the heading should be made as bold as is consistent with its length and the size of the advertisement. If

the price of the article to be sold is a prominent selling point, it also should be displayed. The firm name may be given some prominence, but, except in large department-store advertising, this part of the advertisement is usually subordinate to the other display. In an advertisement displayed in accordance with these principles, the reader learns at a glance what kind of an article is for sale, its price, and where it may be bought, and if it is something that interests him, he will be encouraged to read the details. Even if he does not always read all the details, the few points displayed have given him a concise summary of the advertiser's message.

GENERAL DISPLAY ELEMENTS

11. In laying out an "all-type" advertisement—one that does not contain an illustration—the ad-writer may make use of seven general display elements: (1) *white space*, (2) *border*, (3) *heading*, (4) *subheads*, (5) *body matter*, (6) *prices*, and (7) *signature and address*. These seven elements may be used in all classes of advertisements, but frequently one or more of them are omitted.

USE OF WHITE SPACE

12. White Space as a Background.—The simplest way to treat the white space in an advertisement is to consider it as a background on which the other elements of the advertisement are arranged. The important features of the advertisement should be emphasized by the contrast between the black and the white. The less important features, the minor displays and text matter, should be gray contrasted with white. The body type should be subordinated so that it will not detract from the strength of the display. In this way, all the features will be made to harmonize, and the important points will stand out prominently with due regard to their relative importance, the whole resulting in a pleasing effect.

Display and body type should not be crowded against each other or against the border, but should be separated so as to leave the proper amount of white background showing through. This will sharpen the contrast between the display and body portions and will give the entire advertisement a more readable appearance.

Care should be taken, however, not to leave too much white space between the several parts of the advertisement, as this will make the advertisement appear disjointed and weak; besides, when white space costs from $1 to $50 an inch, it must be used economically. The white space between the upper border and the top display should never be less than the white space between the top display and the following body matter.

13. Margin.—Technically speaking, the **margin** of an advertisement is a strip of white space extending entirely around the type matter, between it and the border. The width of the regular margin may be determined by measuring the space from the end of the longest type line to the side border.

When a number of lines of even length are set in a *narrower measure* (a printer's term meaning "a shorter line") than the other type, thus increasing the regular margin, that portion is said to be *indented*, or *held in*.

By referring to Fig. 4, it will be seen that the regular margin is about 12 points, because the W in "Walkaway" of the second line of the heading, which is the longest line of the advertisement, is separated from the border by about 12 points of white space. The body matter, however, is set just 9 picas wide and therefore has a total margin of almost 2 picas, the 2-point border on each side taking away 4 points. The eleven words displayed in the center are held in, or indented, 12 points more.

NOTE.—Not all the advertisements reproduced in this Section are examples of superior copy. The object of the examples is to make the principles of display clear.

14. Purpose of the Margin.—The margin of an advertisement corresponds with the mat of a picture, separating

the type picture from the border. If handled skilfully, it aids greatly in securing proper contrast.

15. Indenting.—Setting the type in a narrower measure, or **indenting**, as it is called, serves to increase the effect of the margin by leaving white space where it is needed, and

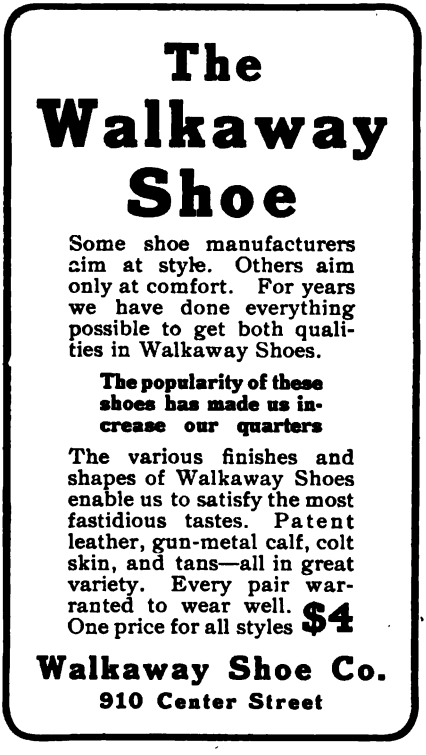


FIG. 4

A 4-inch, single-column, newspaper advertisement with body matter set in 8-point Old-Style Roman and display lines in Foster

also to attract the attention of the reader. Display lines are often made more prominent by having them project out over indented body matter, as in the advertisement shown in Fig. 4.

16. Proper Width of Margins.—The amount of margin that should be used depends on the character and size of the

advertisement. A closely set advertisement, with little white space between the lines, requires less margin than a light, or open, advertisement. If the border is light, not so much white margin is needed as where a heavy, dark border is used. In mail-order advertisements, where much matter must be set in small space, and in department-store advertisements arranged in panels, the margins should be narrow. In other classes of retail advertisements and in general and trade-paper advertisements, liberal margins are often advisable.

The margin of an advertisement should appear to be evenly distributed all around the type matter. When there is a short display line at the extreme top or at the extreme bottom, there may be a less space between the line and the border, because the extra white space at the ends of this short line will make the margin appear equal to the side margins. For an example of this principle, see the display of the word "The" in Fig. 4 and the short address line; observe, also, how the address line in Fig. 6 is placed nearer the lower border without apparently reducing the margin.

17. Exceptionally Wide Margins.—Where most of the other advertisements on a page are set solid, a strong contrast can be secured by using a band of white space, or margin, between the type and the border. The eye will be immediately attracted by the white space. Fig. 5 shows an advertisement in which the use of bands of white space gives stronger contrast. This style of display is commendable only in cases where the advertiser can buy space cheaply and has little text matter to use.

BORDERS

18. Generally speaking, a **border** may be used in any advertisement smaller than one page of the publication in which it appears. The border serves to separate the advertisement from surrounding matter and to unite the various elements of the advertisement into one pleasing whole, thus

To Palestine
At Our Expense

Would your church or school like to honor your pastor or superintendent by giving either or both such a tour? Would you like to go yourself, if you could?

A postal card asking about the Palestine Plan will secure full information.

The Sunday School Times Co., 1031 Walnut Street, Phila., Pa.

FIG. 5

A 2-column advertisement that is a good example of the free use of white space in the margins. The display lines are in Post Old Style, and the body matter in 12-point Old-Style Roman. The border is 6-point plain rule with beveled corners

Men's Fedora Hats

For comfort in wearing, the Fedora Hat is unexcelled. It conforms to the shape of the head without the necessity of tight fitting. Its dressy style makes it appropriate for almost every occasion when a good appearance is desired. Our Special Men's Fedora is made of the very best material, and the workmanship is guaranteed. We can fit any head. Crowns, 5 to 6¼ inches; sizes 6¼ to 7¾. Colors: steel, black, brown, and gray. Price, **$2.95**

Walter Jones, The Haberdasher

1422 Germantown Avenue

FIG. 6

A 2-column, newspaper advertisement showing the use of 6-point border reinforced with 1-point rule on inside. The display is in Quentell, and the body matter in 10-point Old-Style Roman. Note that all display lines are in upper and lower case

THE average man in these days is too busy to keep informed as to the details of correct style; but he realizes that it pays to have that kind of clothes; and that's the kind he wants.

He knows fairly well what suits him in pattern and weave of fabric; he can tell by the mirror and the obliging friend if "it fits." But the average man takes his style in clothes as he takes his law or his medicine—on somebody else's advice.

Now, we're in the "style business"; we know and produce the correct style often far ahead of other makers, and even of custom tailors. We put our name and label on our product, not simply as an identification, but as an assurance. When you see that label you may be sure of correct style; of careful, honest, high-class tailoring; of all-wool fabrics; and not a suspicion of the mercerized-cotton cheat.

Better have our label to rely on; it's a small thing to look for, a big thing to find

HART, SCHAFFNER & MARX

Good Clothes Makers

FIG. 7

A 2-column, newspaper advertisement, set in 12-point Old-Style Roman, with wide margins and no heading. A double rule made by placing 2-point and 1-point rules side by side is used for the border

giving a finished appearance. Sometimes even so large an advertisement as a full newspaper page is improved by a border. The border perhaps does more to give shape and individuality to an advertisement than any other display element. Compare the advertisements shown in Figs. 2 and 3 and note the improvement made by the addition of a border.

19. Methods of Using Borders.—The simplest way to use a border is to run it entirely around the advertisement, having the corners square, as shown in Figs. 6 and 7; but this arrangement is in such common use that even a slight deviation from it usually gives the advertisement more prominence. The mere substitution of round for square corners, as in Fig. 4, will sometimes make an advertisement stand out more conspicuously, because of the contrast of the curved border with the square-cornered space in which the advertisement appears. Even beveled corners, like those in Fig. 5, give a little distinctiveness. A few more variations in arrangement of borders are shown in Figs. 8, 9, 10, and 11. Many others can also be seen in the various exhibits of this Section.

Fig. 8 shows a double-rule border broken at both sides so as to allow display lines to project through. This border is made of 4-point and 1-point rule. In carrying out an arrangement of this kind, a band, or margin of white space should be left outside the border, in order to emphasize the effect and add still further to the prominence of the advertisement. Of course, this somewhat reduces the available space inside the border. Fig. 9 shows the same idea applied to an advertisement in which the main display is in the center.

Fig. 10 illustrates a border arrangement that is very effective when the heading is composed of two short lines —the second shorter than the first—and both lines are set in type of large size.

Fig. 11 shows an advertisement with partial border effects. Such display plans are most effective when parallel

Warner Graphophones

Entertain All

This thoroughly practical home-entertainment Graphophone is made expressly for us by the manufacturers. We offer it to our customers as a talking machine that is more brilliant in its reproduction and in every way better than any other low-priced machine in the market. It is very powerfully made throughout, with perfectly adjusted clockwork spring motors.

Price Only $10

When you consider that you can buy 50 different records and selections—the very best musical and talking records—for $8.50, and that the Graphophone is only $10, there seems no reason for any one being without entertainment.

Taylor & Co.

110 Hemlock Ave.

FIG. 8

A combination border of 4-point rule and 1-point rule. The display is in Extended Woodward; the body type, 10-point Old-Style Roman

A Novel of Mystery

"Armitage" deals with a political intrigue involving a scion of Hapsburg, a young American girl, and two United States army officers as the chief characters. The plot is complicated in the extreme. The political methods of medieval and modern Europe are matched against the brains and strategy of the American soldiers.

Armitage

Armitage has not a single dull page. From the very beginning the plot holds the reader's attention with a fascination seldom aroused by a novel. John Armitage is a character whose resources are limitless, while the Count Bornso has the training of a Vienna Court behind him. There is no forecasting the sequel. At one moment Armitage seems utterly checkmated by the wily count, only to achieve by his strategy a complete reversal of his fortunes. For sale by all book stores. Price, $1.50.

Bobbs-Mead Co., New York

FIG. 9

A double-column advertisement, showing a method of breaking the border to give greater prominence to the display lines. Six-point Magazine border is used. The main display line is in Post Old Style; headline and name in Blanchard Condensed; the body matter in 8-point Old-Style Roman. Note that the word "Armitage" is set 26½ picas, while the border is set 23 picas. This allows about 21 points of white space on the outside of the border on both sides

rules, composed of a heavy and a light rule close together are used. In this instance 12-point and 1-point rules are used, with a space of 2 points between.

20. Plain vs. Ornamental Borders.—Generally speaking, the border arrangements just described and similar

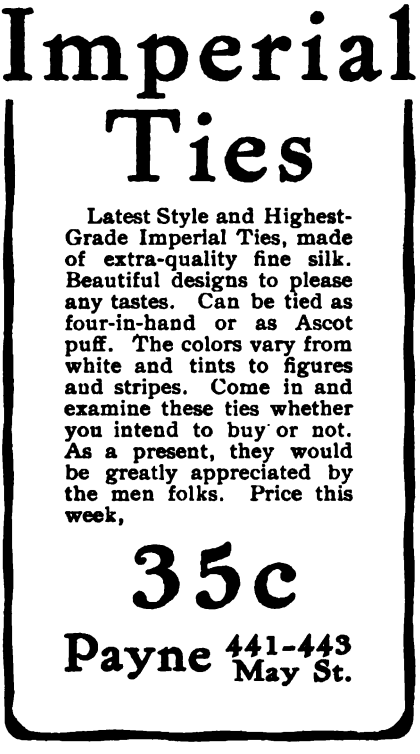


FIG. 10

An effective use of 6-point Bowman border, in a single-column newspaper advertisement. The display lines are in Powell type; the body matter in 8-point Old-Style Roman, solid

arrangements should be made only of plain, rugged, or parallel rule. Ornamental borders, unless continuous and much like rule borders, do not lend themselves well to anything but the common arrangement, in which the border is run entirely around the advertisement.

Plain-rule borders are stronger and more dignified than ornamental borders. At the same time, an ornamental border often contrasts well with an all-type advertisement and relieves its severity somewhat. If most of the advertisements in a publication are set with plain borders, an advertisement surrounded by an ornamental border will stand out well, because of the contrast. Ornamental borders sometimes add an artistic effect that plain borders



It is pure of the purest, with a sparkle its own,
Of the delicate flavor that long lingers on;
Thorough-bred, thorough-rigged, for long years it has lain,
Till it's rich, rare and royal—The Great Western Champagne.

The fine wine grape, possessing the same qualities as those grown in France, with the French method of making, give

Great Western
Extra Dry
Champagne

the exquisite taste and sparkling effervescence of the best foreign wines. Great Western is made under the same identical methods as the most select French Champagnes, and it is aged for five years in the same kind of cellars. This gives Great Western an excellence which the French connoisseurs themselves recognize.

Nearly one hundred years of cultivation of Great Western vineyards in New York State have given the soil the elements that produce the same peculiar quality Champagne grape as grown in the famous vineyards of France.

At the Paris Exposition Great Western Champagne was awarded a gold medal for quality.

Great Western Champagne costs 30% *less* than the imported. The U. S. Custom House receives no revenue from Great Western and you get 100%-*wine value.*

Try Great Western—we like comparisons

PLEASANT VALLEY WINE CO., Sole Makers, RHEIMS, N. Y.
Sold by dealers in fine Wines and served in Hotels, Restaurants and Cafes.

FIG. 11

A half-page magazine advertisement, using Blanchard for display. Note the method of setting the poem at top, and the main display slightly above the center. The partial border consists of 12-point and 1-point rules. The subsidiary note near the end of the advertisement is set in a size smaller than the body matter. Reduced from 5¼ inches wide

do not give. Ornamental borders, unless very small or almost plain, are likely to detract from the strength of an illustration, though if the selection is carefully made it is possible to use a harmonious ornamental border that will add to the strength of an illustration. Ornamental borders must be used very judiciously, and, if there is any doubt as to what style of border to use, a plain- or parallel-rule border of appropriate width should be specified. Such borders can be

used with propriety and with good results in advertisements of any character.

21. Sizes of Plain-Rule Borders.—For the smaller advertisements, 1-, 2-, 3-, 4-, and 6-point rule borders may

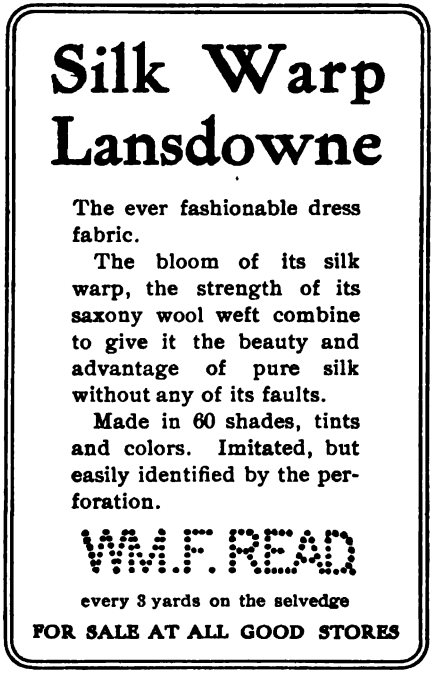


FIG. 12

A 3½-inch manufacturer's advertisement from a woman's publication having a 13½-pica column. Note the squared effect of the headlines. The border is appropriate for the subject of the advertisement. The headlines are in 24-point Powell. The name "Wm. F. Read" is printed from hand-drawn lettering. The body of the advertisement is in 8-point Old-Style Roman, leaded. There is a margin of nearly 2 picas between the body matter and the border

be effectively used. For double-column and larger advertisements, 12-point, plain-rule borders may occasionally be used, but ordinarily, 6-point is heavy enough. A 12-point, plain-rule border on a single-column newspaper or maga-

zine advertisement would look too heavy. Most printers can furnish round corners for any of these rules. An exhibit of plain-rule borders is shown in *Type and Type Measurements*, Part 1.

22. Parallel-Rule Borders.—Borders consisting of two rules of equal thickness placed side by side, as in Figs. 6 and 7, are called **parallel-rule borders.** Such borders form a pleasing variation from plain-rule borders, and may be used when a lighter, more open effect is desired. The remarks in the preceding paragraph as to sizes of borders to use, apply in a general way to parallel-rule borders, although the lighter effect of the latter should be taken into consideration. Few printers have round corners for parallel rules. (See *Type and Type Measurements*, Part 1, for an exhibit of parallel-rule borders.)

Light parallel-rule borders with lines of equal thickness are extensively used in high-grade magazine advertisements, where they are very effective. Fig. 12 shows a magazine advertisement with a light, 4-point, parallel-rule border. This advertisement is an example of an artistic style of setting and the free use of white space.

23. Double-Rule Borders.—If the printer does not have **double rule,** two plain rules may be used side by side as a substitute. Combinations of rules of different faces, with 2, 4, or 6 points of white space between them, are effective for double-column and larger advertisements. The border used in Fig. 8 is made up of 4-point and 1-point rules. The border in Fig. 11 is composed of 12-point and 1-point rules. When so combined, rules can have square corners only. *Type and Type Measurements*, Part 1, shows various combinations of double-rule borders.

24. Width of Ornamental Borders.—The proper width of ornamental border to use depends largely on the character of the border. If its general effect is light, a 12-point ornamental border may be used even in a single-column advertisement. In fact, the 6-point size of a light-faced border might appear too weak for such an advertise-

ment. So far as its general color effect is concerned, a heavy ornamental border should be treated much the same as a plain-rule border.

25. Paneled Borders.—Individuality—that "different look"—can sometimes be secured by the use of simple panel arrangements of the border. Simplicity should always be kept in mind, however, or the strength of the display plan will be lessened. Small advertisements do not lend themselves to panel effects as a rule, because the panels must necessarily be small; and the subdivision of a small space tends to weaken the whole effect. In advertisements larger than 4-inch magazine column and as large as 3 or 4 inches double newspaper column, panels may be used with good results provided care is taken to preserve strength and contrast. Do not use a panel if it merely cuts off part of an advertisement and makes it appear to be part of another advertisement.

Paneled borders may be arranged with the panels one under the other, as shown in Fig. 13, or side by side, as shown in Fig. 14. Using the border in the manner shown in Fig. 13 gives particular distinction to the heading. Effects like that shown in Fig. 15 are often effective, as they give the appearance of three columns. Panels may be joined as in Figs. 13 and 15, or they may be separated by a narrow strip of white space, and connected by short pieces of rule or by display lines, as in Fig. 14; and so on.

26. Special Borders.—Some advertisers use drawn ornamental borders designed especially for them, as in the advertisement shown in Fig. 16. Such borders, because of their contrast with the ordinary run of borders, usually make an advertisement more prominent. If the same style of border is used continuously, it will give a firm's advertising matter prominence, causing the public to recognize the advertisements at a glance. Many large department-stores use special borders.

27. Curved and Odd-Shaped Borders.—It has been shown that a slight deviation from the common rectangular

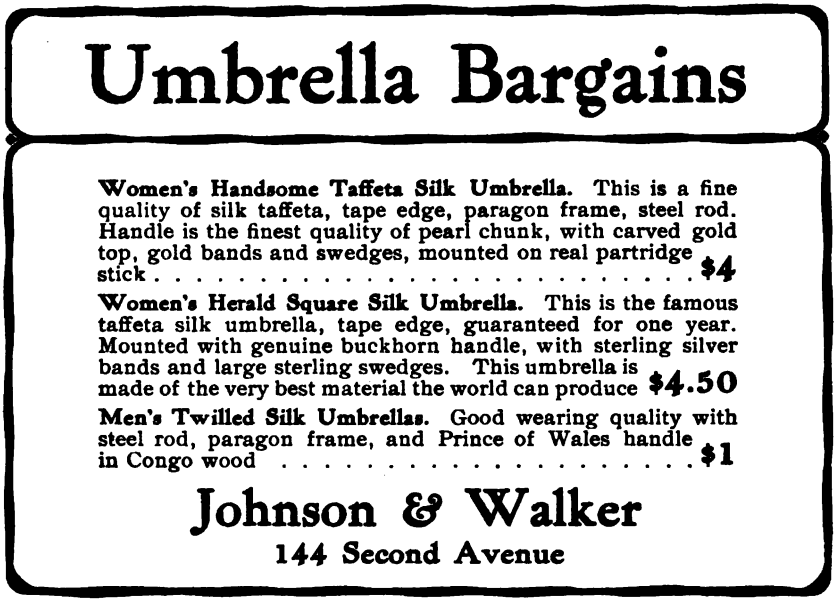


FIG. 18

A 2-column, newspaper advertisement using 6-point Bowman border with a joined-panel effect. Note the run in subheads and bold-faced figures for prices. The display is in Powell; the body matter in 8-point Old-Style Roman

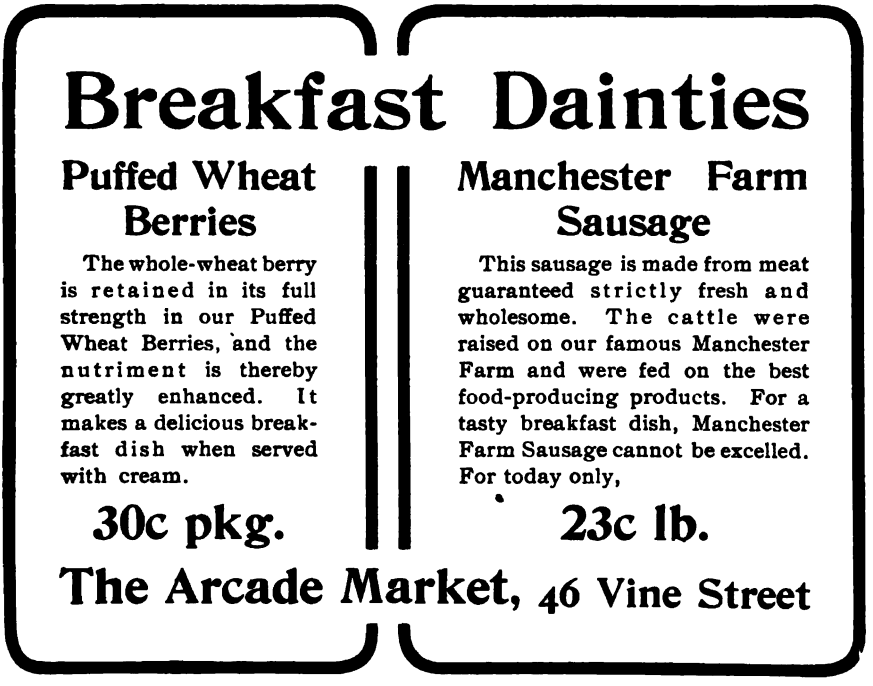


FIG. 14

A double-panel effect in a 2-column, newspaper advertisement made by using 4-point rule with round corners, connected by display lines. The display is in De Vinne; the body matter in 8-point Old-Style Roman

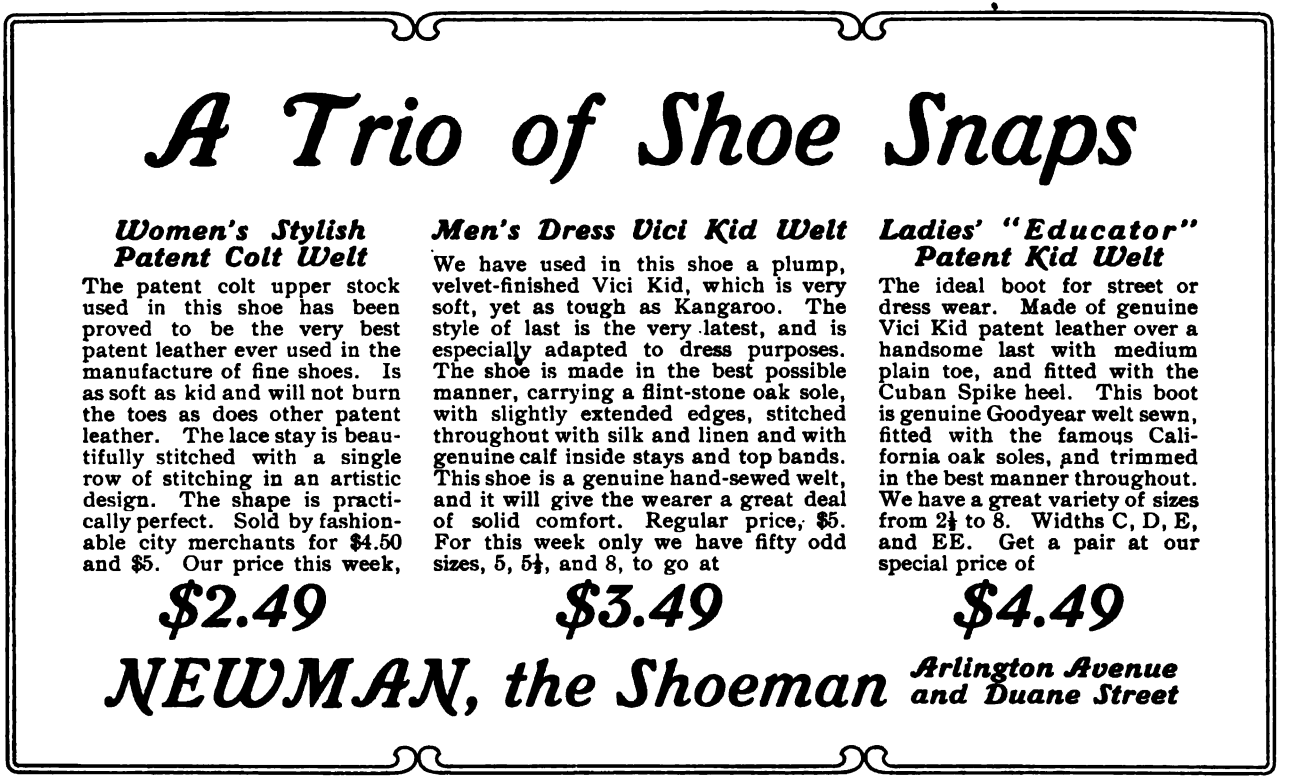


FIG. 15

A triple-panel effect in a 3-column, newspaper advertisement, produced by using the curved sections that are made with outline 6-point Stylus border. The display lines are in Post Old-Style Italic; the body matter, in 8-point Old-Style Roman

form sometimes makes an advertisement more prominent, causing it to command more attention. It is permissible to carry the principle even further and use such unusual border shapes as circles, ovals, diamonds, etc. Circular effects are

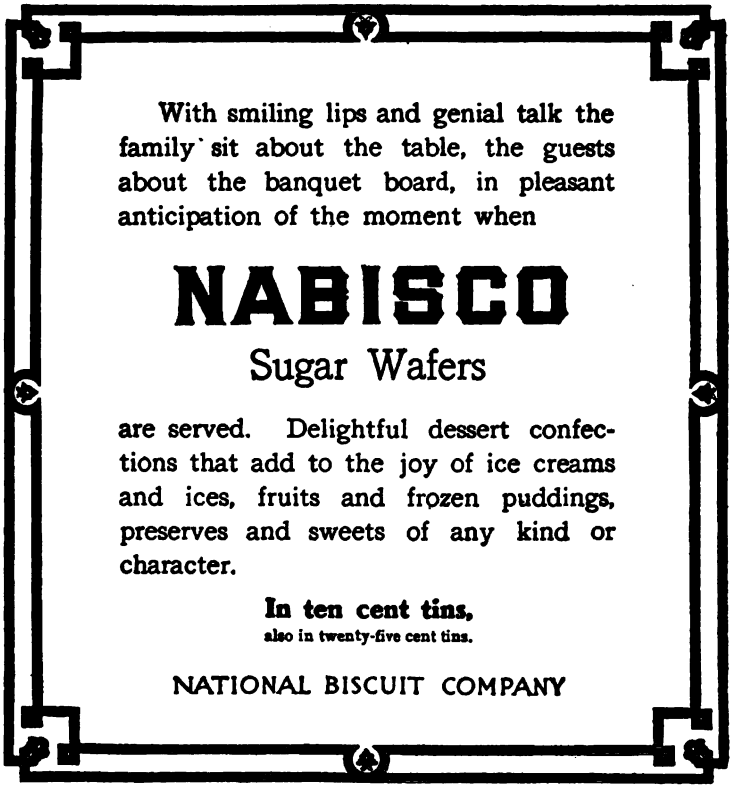


FIG. 16

This advertisement shows a specially drawn border used by the National Biscuit Company on many of its advertisements. The word "Nabisco" in the center is in hand-drawn letters. The body is in 12-point Cardinal, leaded; "Sugar Wafers" is in 18-point Cardinal; "In ten cent tins" is in 10-point Ben Franklin; while the name of the company is in a drawn letter equivalent to 10-point. Reduced from 4⅛ inches wide

shown in Figs. 17 and 18. Figs. 19 and 20 show examples of oval advertisements, while the diamond is brought out in the advertisement shown in Fig. 21. Other odd shapes are shown in Figs. 22 and 23. Figs. 21, 22, and 23 are appropriate because

the general shape of the advertisements conforms to the name or character of the articles, but are recommended only for that reason. Advertisements of this kind attract attention both by reason of the unusual shape and the contrast afforded by the masses of white space. The most satis-



FIG. 17

A very strong advertisement. The display type is De Vinne Bold that has been stippled. The outline border is grained so as to produce the same light effect as the type. The body matter is in John Alden. The circle was drawn and engraved, and type inserted in a mortise left for this purpose. Reduced from 42 picas wide

factory results in producing such advertisements are secured by having the odd-shaped borders drawn and engraved, and then having the type inserted in the mortise left in the engraved plate. This plan will insure excellence and uniformity of design and will save time in the composing room. It is poor policy to have the printer undertake to set up



FIG. 18

A double-circle effect. These circles were drawn and a plate made and mortised for the insertion of type. The display lines are in the Ben Franklin series. The body matter is Modern Roman. Reduced from 33 picas wide



FIG. 19

The top line of display in this advertisement is in 18-point Cheltenham Italic; the two lines at the bottom are in 6-point Cheltenham Italic; the words "Kimball's Dairy Farmer" are in 18-point Cheltenham; and the body matter, in 5½-point Old-Style Roman, solid



FIG. 20

A 6-inch, single-column, newspaper advertisement (slightly reduced in this illustration) in which a drawn oval border has been used to give an unusual appearance. The word "Karo" is hand-drawn

designs in the shape of diamonds, ovals, circles, etc., with type breaking through the border, or to ask them to join borders to illustrations. Few printers are equipped for such work, and even if they consent to try it, the result will usually be disappointing and not nearly so effective as a drawn border. If the advertisement is not to be changed, the type may be set in the mortise of a drawn border, and the whole design can then be electrotyped in quantities and sent to any number of publications, thus insuring an exact reproduction of the advertisement in all of them. It should be remembered, however, that all mortises with slanting sides, such as cuts like Figs. 21 and 22 have, give the printer extra trouble.

HEADINGS

28. The **heading** of an advertisement is the typographical guide post to the reader's eye, and it should therefore be a strong typographical feature. A heading is not nearly so conspicuous or impressive when several other parts of the advertisement in type of the same or almost equal strength are clamoring for recognition.

As bold an effect in the heading as is consistent with the length and size of the advertisement should be sought. Small type should be avoided, as it will not afford sufficient contrast to the body matter and will prevent the reader from grasping the meaning of the heading quickly. In magazine advertisements that are only about an inch deep, large type cannot be used if the heading consists of three or four words, but, as a general rule, if the space is small, it is better to cut down the descriptive matter than to weaken the heading by setting it in type that is too small. In other words, an effort should be made to have the main display as bold as if the advertisement were much larger.

29. Sometimes a strong effect can be obtained by running a small display at the top of the advertisement and the main display in the center. When this plan is followed, the advertisement should be well balanced and the center

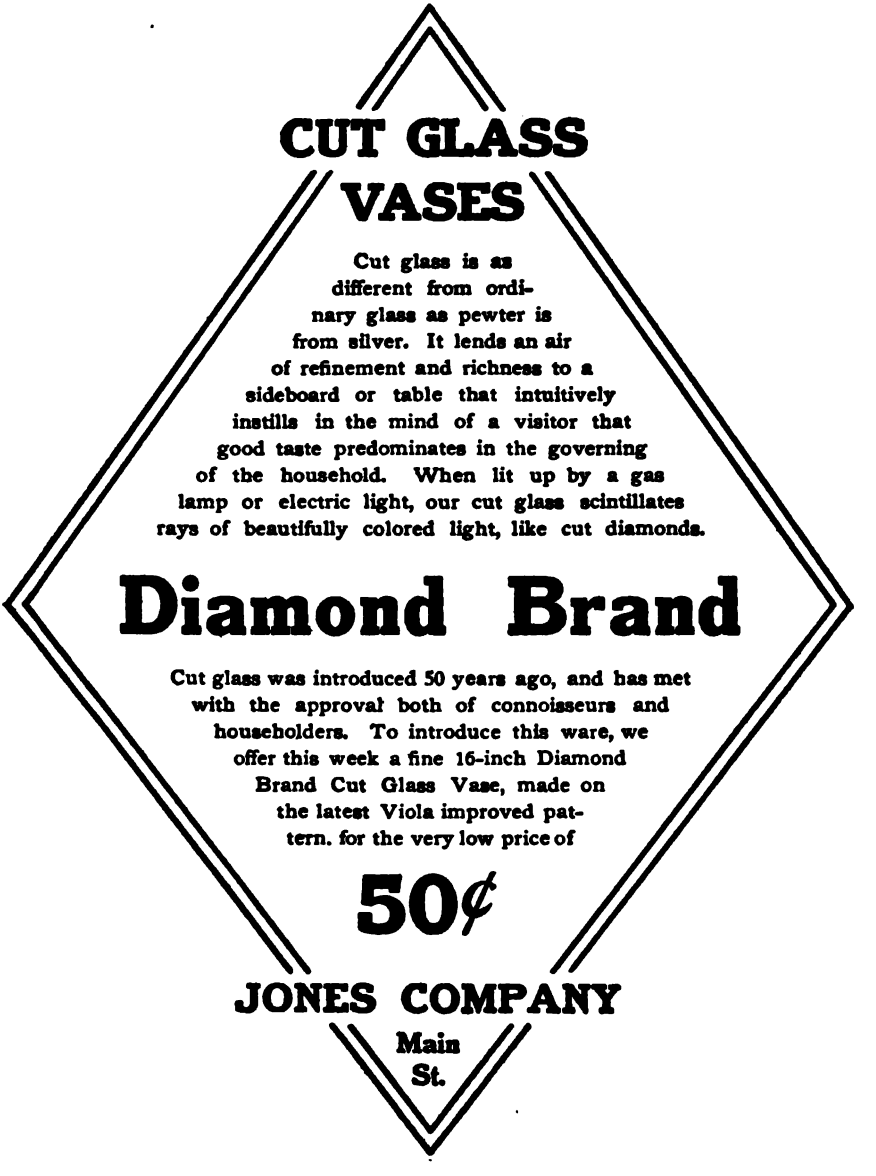


FIG. 21

The display lines in this advertisement are set in Foster; the body matter in 8-point Old-Style Antique. Note the method of displaying price, also of centering all the display lines

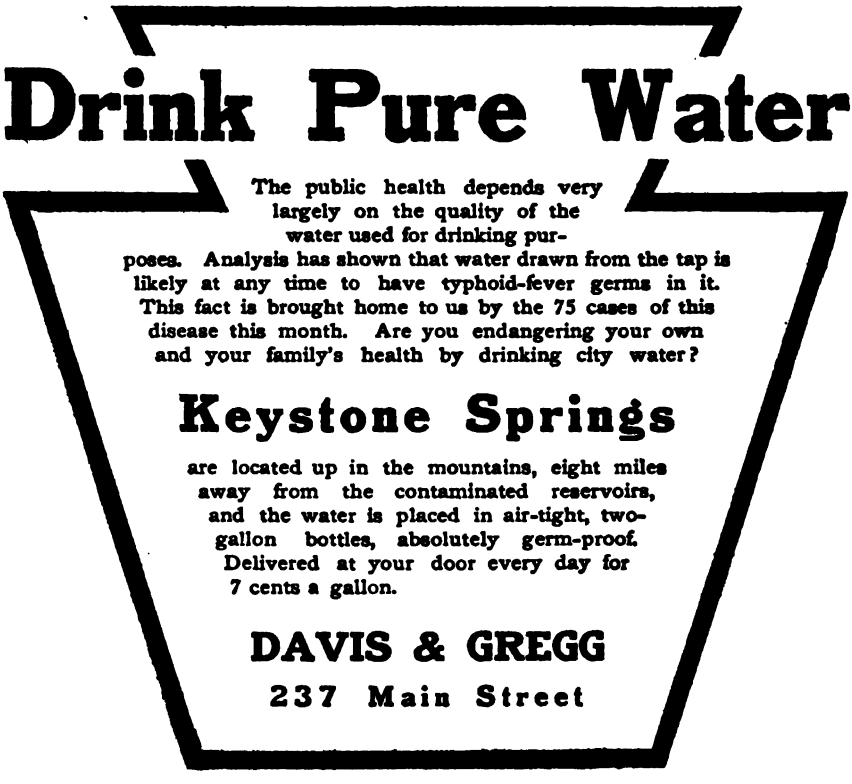


FIG. 22

A keystone-shaped border drawn and mortised for the reception of type. The display lines are in Foster; the body matter, in 8-point Old-Style Antique, leaded



FIG. 23

A very strong drawn design appropriate for financial advertising. The display lines are in John Hancock Condensed, and body matter in 8-point Cheltenham.

31 Note use of paragraph marks before first line of every paragraph

display should stand out stronger than the other displays. The display in Figs. 9, 17, and 18 afford good examples of this style.

Care should be taken to see that the heading has a background of white space and that it is not crowded too close to the border or the body matter. In either case, it loses strength. Fig. 24 shows an advertisement that is weak because of the way in which the display lines are set and the crowding of the matter close to the border. Fig. 25 shows the same advertisement properly displayed. The value of proper display and effective distribution of the white space is apparent at a glance.

A study should be made of the headlines of newspaper articles. In such headings the gist of an article is cleverly presented in a few words, and they should serve as an inspiration in writing headings for advertisements. It is much easier to read a heading consisting of a few words than to read a whole sentence set in heavy display type; besides, a short heading can be set in larger type and be given more prominence than a long one. Observe the heading in Fig. 25. This advertisement could scarcely be passed without the words "Automobiles Stored and Repaired" catching the eye.

30. Proper Type for Headings.—A type that can be read at a glance—an attractive, clean-cut, strong, plain letter—should be used for headings. As a rule, ornamental type is ineffective for headings, and weakens the whole advertisement. Ornamental type like a text letter can be appropriately used only in cases where there is some association between the type and the article advertised, but these instances are very rare. Sometimes, where it is desirable to have a distinctive style of letter in order that a name may be impressed on the public, it is necessary to have the name hand-drawn. The word "Nabisco" in Fig. 16 is hand-drawn.

31. Extra-Condensed Type in Headings.—The use of extra-condensed type should be avoided in headings, as

AUTOMOBILES STORED, REPAIRED

A full line of supplies and accessories; the finest equipped garage in the state.
Tires recovered, and vulcanized work guaranteed.
We handle all the leading Cars.

Scranton Garage and Motor Car Company

BOTH PHONES. **Rear M. & M. Bank.**

FIG. 24

A poorly displayed advertisement. The white space is poorly distributed; the upper part of the advertisement is crowded, while the lower part is open. The signature is entirely too large. See contrasted setting, Fig. 25

Automobiles Stored and Repaired

A full line of supplies and accessories, the finest equipped garage in the state.
Tires recovered, and vulcanized work guaranteed.
We handle all the leading cars.

Scranton Garage and Motor Car Company
Both Phones—Rear of M. & M. Bank

FIG. 25

This advertisement contains the copy used in Fig. 24. The heading has been reset in capitals and lower case, the signature reduced, and the white space thrown more into the margins.
Note how much more readable this advertisement is than the one in Fig. 24

it is hard to read, and lacks the strength of condensed and medium display letters.

32. Grotesque Effects in Headings.—Headlines set in a slanting direction, that is, with one end of the line higher than the other, and those set in the form of a decided curve are hard for the printer to arrange and they cause loss of time and extra work. It is also advisable never to have a heading set so that the letters follow directly under one another, as such an arrangement causes the reader to spell out the words or to turn the page around in order to read. Such arrangements are neither original nor clever, and merely result in making the advertisement less easy to read.

33. Non-Centered Headings.—Figs. 26 and 27 show headings with display lines set on the left, a convenient method when the lines are of such length that a good balanced effect is possible. This style may be used for a heading of two lines or of several lines. Very short lines made up of words like "on," "a," etc. should be avoided in this style, as they tend to weaken the general effect.

34. "Step" Headings.—The **"step" heading,** Fig. 28, can be used to advantage in any but single-column advertisements, in which it is likely to appear crowded. The lines of such a heading should be about the same in length, and they should overlap each other well, so as to prevent a straggling effect.

35. Centered Headings.—Figs. 4, 10, and 18 show graded headings that are **centered;** that is, the center of each display line coincides with the centers of the others. This arrangement is satisfactory for two or more lines, provided they are of the proper length, but when they are of about the same length, the effect is not so good.

Fig. 29 shows a balanced centered heading. This effect, of course, cannot be secured with fewer than three lines. A common variation of this style is a heading having the middle line shorter than the other two instead of longer.

Catskill Mountains

If you want rest and recreation, pure air, pure water, boating, bathing, fishing, excellent roads for walking, driving, motoring, golf, tennis, or any or all of the enjoyments and pleasures of an ideal outing or vacation, you cannot do better than to visit the Catskill Mountains.

Low-rate tickets will be on sale May 29 and 30 to the Catskills, good for returning until June 2.

For information see any of our ticket agents or apply to

338 Fulton Street, Telephone 167 Main

726 Fulton Street, Telephone 2326 Prospect

954 Broadway, Telephone 4608 Wmsburg

"America's Summer Resorts," an interesting, illustrated booklet, mailed on receipt of a 2-cent stamp by Advertising Department, Grand Central Station, New York.

NEW YORK CENTRAL LINES

America's Greatest Railway System

FIG. 26

A 2-column, newspaper advertisement with the heading in upper left-hand corner. These two words are in Condensed Blanchard. The upper body matter is in 12-point Old-Style Antique. Observe the smaller size of type for the addresses and the note at bottom. The trade mark of the railway is here used as a signature cut. The border is 3-point plain rule with round corners



About this ELGIN in Particular

"The Watch That's Made for the Majority."

It is second nature when thinking of watches to think of ELGIN. Accuracy, reliability, durability—all these attributes of a perfect watch are expressed by this one word—ELGIN.

The name ELGIN stands for various grades of watches—varying according to the number of jewels, character of materials and workmanship entering into the construction.

The ELGIN in particular that we mention is the G. M. WHEELER Grade Movement. This designates an ELGIN of popular price—*"The Watch That's Made for the Majority."* A 17-jewel, finely adjusted movement which can be had in the various sizes for men's and boys' use, and in the models now so popular. Ask your jeweler to show it to you.

ELGIN NATIONAL WATCH CO.,
Elgin, Ill.

FIG. 27

Principal display in John Alden; body in Venezia. The chief merit of this advertisement is the unusual placing of the display on the left the full depth of the advertisement. The body is set in a narrow column at the right in 12-point. The border is a 2-point plain rule. The cut used is a line cut with a silhouette shading. Reduced from a full magazine page, 8 in. × 5½ in.

$40 China Sets Reduced to $32 this Week

Genuine Shailer, 100-Piece Dinner Set of a new and handsome shape in pure translucent white, delicately decorated. Made only by Louis Shailer, of Limoges, France. This ware is very thin, light in weight, strong, perfect in color and finish, beautiful in decoration. The design consists of a very delicate pink wild crab-apple blossom with light-green moss fern background. It has the genuine French gold nobs and handles, adding richness to the set. We have not used an illustration of this beautiful ware, as a newspaper cut could not do it justice. It must be seen to be appreciated. Each set is packed by expert packers and we guarantee against breakage in delivery.

The set consists of 12 soup plates; 12 plates, 8½ inch; 12 plates, 6½ inch; 12 cups; 12 saucers; 12 individual butters; 12 fruit plates; 1 platter, 14-inch; 1 platter, 16-inch; 1 baker; 1 round, covered dish, 2 pieces; 1 oval covered dish, 2 pieces; 1 pickle dish; 1 covered butter dish, 3 pieces; 1 sugar bowl, 2 pieces; 1 cream pitcher; 1 sauce boat, 2 pieces. These sets were low-priced at $40; unusual bargains at $32. Only 18 sets on hand.

The Friedenwald Company

Telephone, 180 Main **986 Delaware St.**

FIG. 28

A 2-column, newspaper advertisement with a three-line "step" heading. The display lines are in MacFarland; the body matter, in 10-point Old Style Roman, with list of individual articles in 8-point solid

36. Squared Headings.—Headings in which all lines are set full measure and flush at both sides, as shown in Fig. 12, are called **squared headings.** If the lines in the heading are not quite the same in length, the discrepancy



FIG. 29

A 2-column, newspaper advertisement, with balanced heading, showing a partial border effect, made by using 6-point rules with round corners. The signature is a line cut used in all the advertising of this firm, somewhat in the nature of a trade mark. The display lines are in De Vinne; body in 10-point Old-Style Roman, solid

may be overcome by *letter spacing;* that is, inserting spaces between letters to make them fill out the measure, as in the top line of Fig. 12. As a general rule, however, condensed type should not be letter-spaced, as the spacing reduces strength and legibility. Use a regular face instead.

37. Panel Headings.—A panel heading is made by running a single or a parallel rule around the heading, and either joining the panel to the border, as in Fig. 30, or setting it the same measure as the body of the advertisement within the border, as in Fig. 31. This latter style is very effective when "square" effects, as in Fig. 32, are desired, because the panel squares up the top of the advertisement. Fig. 32 in its original size was 33 picas by 48 picas. It is set in the style of the text pages of the maga-

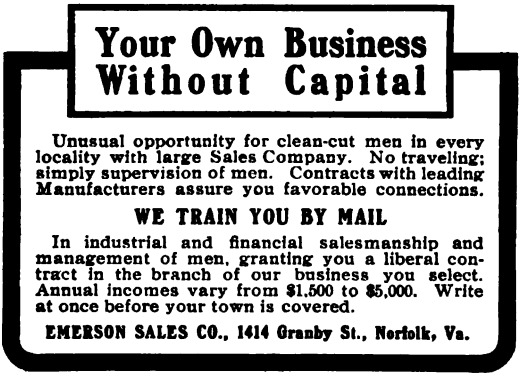


FIG. 30

A single-column, magazine, mail-order advertisement, showing a box heading and the use of a subheading in small advertisement. The border is 6-point plain rule, both square and round corners being used. The panel is made of 2-point rule and has square corners. The display is in Blanchard Condensed, and the body matter in 6-point Old-Style Roman

zine. The border used is a special 6-point border possessed by few printing offices. If this advertisement had not begun with an A, the initial would have been unsuitable, for it would throw the first letter of a word too far away from the remaining ones set in caps.

38. Unusual Locations for Headings.—While in most cases the heading is placed at the top of an advertisement, distinctive display effects may be secured by placing it lower down, as shown in Fig. 33. The chief objection to such a heading is that the eye is first attracted by the lower

display line and then has to go back to the top of the advertisement to make a beginning. In an advertisement of ordinary size, however, this objection is not a serious one. When this style is to be used, the main display should as a rule consist of the name of the article advertised. See also Figs. 11 and 17. Fig. 33 will stand close study, as it shows methods of using heading, subheading, side heading, the breaking of border to give extra space for illustrations, and

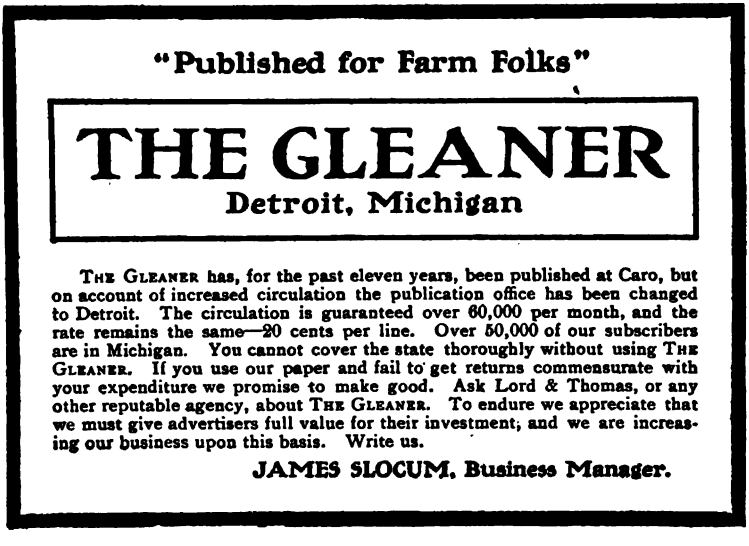


FIG. 31

A reduced half-page, trade-magazine advertisement with 6-point rule border. Note the squared shape given to the advertisement by the use of the 2-point rule border around heading. The display lines are in Hearst; the body matter, in Old-Style Roman

the use of white space between paragraphs. The paneling off of the heading of this advertisement was a detriment.

As a change from ordinary headings, it is sometimes advisable to place the heading in an unusual position, either in the upper left-hand corner of the advertisement, as in Fig. 26, or to the left of the body matter, as in Figs. 27 and 34. These advertisements attract the eye on account of the odd positions of the headings. Fig. 34 is particularly strong on account of the prominence of the heading, which,

A VIGOROUS VETERAN

Fifty-Seven Years on the Road

A SALESMAN who spends fifty-seven years on the road must know his business. He must have been a success to have made the same territory and sold the same general line of goods year after year; but that's what a good old salesman, called THE OHIO FARMER, has done and is doing to day.

He has certainly proved to be steady and energetic and enough of a good fellow to hold his friends fast for fifty-seven years.

Selling goods in the same territory since 1848 speaks well for the territory as well as the salesman.

Now, what do these years signify?

First—That the salesman is always welcomed. Second—That his friends have confidence in him and confidence in the goods he sells them. Third—That his customers want his goods; that he profits and his employers profit through him. Fourth—That they have the money and that they spend it.

THE OHIO FARMER reaches a territory in which farming is a paying industry on account of the adaptability of the soil and the readiness with which it grows all farm products. It is rich, and the grade of grains and vegetable products is of the first class and brings a ready market and top-notch prices to the farmer, for this territory is grid-ironed with railroads leading direct to the great markets and, as the country round about is also rich in manufacturing interests, his local market can always be relied upon to take care of his larger crops.

The farmer, himself, is a thrifty person and makes the best of his advantages.

His home has many city comforts. He has pianos, telephones, vehicles of various kinds for different members of the family. Many have automobiles, bicycles, and other things classed as luxuries.

Now, while his farm is resting under its blanket of snow, he has the time to read, and it is only natural that he reads his favorite farm paper even more carefully than he can during the busy season, and THE OHIO FARMER is the favorite farm paper in this rich, prosperous territory.

THE OHIO FARMER was established in 1848. It is going into 100,000 of these well-to-do homes. It is positively necessary to the farmer. He can not do business without it. He naturally has confidence in it and in everything in it. This paper's circulation is paid-in-advance, and there are no dead names carried on its mailing list.

The publishers of THE OHIO FARMER, (The Lawrence Publishing Company, of Cleveland, Ohio,) realize the value of honesty with their subscribers and advertisers, and their present large paid circulation and the ample representation of the most successful business houses and manufacturers in the country, in their advertising columns, stamps this policy as, not only the best morally, but the most profitable from a practical business standpoint. They have, in this manner, held the trust of their old friends and are daily gaining that of new ones.

Now, the farmer is the mail-order buyer of this country and the list of mail-order advertisers in THE OHIO FARMER would make it appear that they considered their space a profitable investment.

The theory that fifty-seven years in business is a guarantee of quality and power is all right, but the proof of the quality and power of THE OHIO FARMER is in the "key" to your advertisement, and THE OHIO FARMER desires and requests that you "key" each piece of copy you send. THE OHIO FARMER reaches 100,000 farmers' homes each week and reaches, probably, 500,000 persons, all of whom have money to spend. Look over your list and see if it is there.

FIG. 32

The 2-point parallel-rule panel around the heading is used to square the advertisement and also to add a touch of distinction to the heading. The top display line is set in Caslon Old Style, the second in Caslon Old-Style Italic. The body matter is set in 8-point Old-Style Roman, leaded

Save 25 to 50% Floor Space and Get Much Better Service in

Metal Sectional Steel Filing Cabinets

OUR ONE IDEA in bringing out a New Line of Filing Cabinets at this time was to build for Quality in every particular—to meet the demand for "Something Better."
To-day, Metal Sectional Steel Filing Cabinets are what we started out to make them—absolutely the best. The price is very reasonable, as you will find upon inquiry and comparison.
And no expense has been spared in experiments, preparation of special tools, selection of suitable material, and in securing the most skilled workmen.



"Not a sliver of wood anywhere."

How We Build Them

Built of Steel. Steel frames, steel backs, steel tops, steel side panels, drawers and drawer fronts—steel throughout and not a sliver of wood anywhere. They cannot burn and they are the only steel cabinets built with rigid, independent steel frames to give them absolute solidity. Nor will they shrink or swell from heat, cold or damp. They stand perfectly rigid.

Absolute Security. Besides being stronger than any other filing cabinets, the security of the contents is made complete by every cabinet being equipped with our special improved lock which fastens every drawer with one turn of the key.

Unequalled Capacity. From 25 to 50 per cent greater capacity than wooden files; 25 per cent greater in a single file; 50 per cent when you use them in combination, as our exclusive extra drawer and removable side panels are important factors in increasing capacity for a given floor space. And each drawer is larger.

Expansion is provided for at a minimum cost and saves floor space because the metal sectional idea includes *removable* side panels and interlocking frames. There are no fillers or extra panels to pay for or take room when your needs require additional sections.

On Roller Bearings. Easy to Operate. The steel drawers run on roller bearings. No exasperating sticking, like wooden cabinets. No binding. The "quick action" followers allow instant adjustment at any point without binding.

Handsome Finish. In olive green enamel, striped with the finest French gold. Solid brass drawer handles and label holders, both large. No "dipped" work, but coat after coat of the finest enamels *brushed* in, *baked* at high temperature and *rubbed down by hand*. Also *perfect* reproduction of grain and color of mahogany, oak, etc.



"Unequaled capacity, minimum floor space."

Our Offer is to prove to you that they are the most desirable, the most economical in practical ways, and the best made.

We Invite Inquiries and to our customers we gladly offer the benefit of our experience of years, which is not for sale, in the planning and preparation of filing systems. Inquiry is solicited and will receive prompt attention. We are ready to estimate on all Standard Styles of Filing Cabinet Work, including Legal Files, Document Files, etc.

Send for Booklet.

The Metal Sectional Furniture Company

108 Willow Drive, Benton Harbor, Michigan

FIG. 33

A full-page (reduced), magazine advertisement, showing the method of handling a great deal of copy and getting good results. The introductory matter is set in 8-point, while the descriptive matter is set in 5½-point solid, with side headings in a bolder face of type underscored. Note use of a 2-point lead between paragraphs of solid type to give additional distinction to each paragraph. The display lines are set in Ben Franklin, and the border is 6-point rule with a double 2-point face

What do You Get On Pay Day

—Just enough to carry you until the next, without a dollar to invest? Then this offer of the International Correspondence Schools is **vital** to you! If you will indicate on the coupon below your choice of an occupation this great institution will **at its own expense** show you how you can without neglecting your present work, leaving home, or *distressing yourself financially*, qualify yourself for a high position and a good salary. There is no risk; no catch; no humbug! This is a bonafide offer to *earnest men and women* by an institution of fourteen years standing representing an invested capital of $5,000,000. *Can you afford to pass it by?*

International Correspondence Schools
Box 850, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position before which I have marked X

Bookkeeper	Mechan'l Draughtsman
Stenographer	Telephone Eng'eer
Advertisement Writer	Elec. Lighting Supt.
Show Card Writer	Mech. Engineer
Window Trimmer	Surveyor
Ornamental Designer	Stationary Engineer
Illustrator	Civil Engineer
Civil Service	Build'g Contractor
Chemist	Architect'l Draughtsman
Textile Mill Supt.	Architect
Electrician	Bridge Engineer
Elec. Engineer	Structural Engineer
Foreman Plumber	Mining Engineer

Name _____

Street and No. _____

City _____ State _____

FIG. 34

A full-page (reduced), magazine advertisement without a border. The body matter was set in 10-point Old-Style Roman and shows the effective use of bold-faced and Italic type to emphasize certain features. If all these special features had been set in bold-faced type the body matter would have been too "spotted" in appearance

in this case, extends across the top, along the side, and across the bottom. These lines were drawn, thus securing a distinctiveness not obtainable with type. The coupon is an



FIG. 85

This advertisement shows a partial border effect, consisting of a 6-point rule with round corners, having the three display lines set flush to the left at the top. Note the method of displaying price above the name and address. The display is in Quentell; the body type in 8-point Old-Style Roman

excellent example, showing a list of subjects and containing spaces for name and address of the inquirer.

39. Single-Line vs. Several-Line Headings.—Single-line headings are best adapted to advertisements that are

wider than they are deep. In advertisements that are deeper than they are wide, the single-line heading is likely to appear crowded against the top of the advertisement, unless the line is so short that an unusually large size of type may be used.

Headings that contain two or more lines may be used in nearly any advertisement provided they do not take up enough space to overbalance the remainder of the advertisement. The deeper the advertisement, the more lines may be used in the heading. A 12-inch, single-column advertisement, for instance, would look well with a four-line heading, while a 6-inch advertisement with the same kind of heading would appear crowded and have the appearance of being top heavy. The page magazine advertisement shown in Fig. 33 has a four-line heading. Headings containing more than two lines should always be set in upper and lower case, as successive lines of caps are hard to read. Fig. 35 shows a 4-inch, single-column advertisement, with a three-line heading set flush to the left side, each line being shorter than the one above it. This heading would be harder to read if the three lines were of the same length.

When a heading must be divided into two or more lines, it should be so divided as to present the most readable appearance. A heading like "The Only Way to Keep Flies Out" is taken in by the eye instantly when divided between the third and fourth words and arranged in two lines; in fact, it is more readable when arranged in this manner than it would be in one line, for the eye grasps the two short lines more quickly than it would one long line. This heading is much less readable when divided between the second and third, the fourth and fifth, the sixth and seventh, and arranged in four lines. Compare the two arrangements:

The Only Way To Keep Flies Out

THE ONLY WAY TO KEEP FLIES OUT

In the two-line arrangement, each line seems to suggest something; but in the four-line arrangement, the message

intended to be conveyed by the heading would probably not be caught by a passing glance. As the heading is the guide post to the advertisement, it should be so arranged that it will be grasped as a whole, and will arrest the attention even when passing under the swiftest glance of the eye.

SUBHEADS, OR SECONDARY DISPLAYS

40. Purpose of Secondary Displays.—Any display lines other than the main display and the firm name and address may be termed a **secondary display**, or **subheading**. Secondary displays are used to emphasize important points; to show where a new idea is to be introduced; to serve as headings for the panels or sections of a large advertisement; and to break up what would otherwise be a solid mass of reading matter into two or more smaller body spaces, thus making an advertisement more readable. Advertisements smaller than 4 inches, single column, should rarely have more than one secondary display, although a 2-inch advertisement may have a subhead if it adds to the force of the display (see Fig. 30). Larger advertisements may have more subdisplays, provided there is enough body matter to give good contrast.

41. How to Use Secondary Displays.—Secondary displays may be handled in much the same manner as headings. In advertisements containing panels, the subheads may be combined with panel rules, just as main headings are combined with borders.

The most common methods followed are: (1) To center subheadings either directly under the heading or in separate sections of body matter, as in Figs. 4, 8, 22, and 23; (2) to set them flush to the left, as in Fig. 36; and (3) to set them to a narrower measure than the body type, squaring them to both sides if they make more than two lines, as in Fig. 4, or squaring them with the body matter if the body matter is set to a narrower measure than the heading. Note in Fig. 36 that the two lines of heading and all subdisplay lines are set

Christmas Gifts for Smokers

Wyoming Valley Cigars

These cigars were made to sell at 10 cents, but as we have cut out the middleman's profit and sell them in large quantities, we can sell them to you at 5 cents. Sumatra wrapper, long Havana filler. Made at Key West. The best smoke in the city for the price. Per box, **$2.50**

"Corlo" Smoking Tobacco

The sweetest and coolest smoking tobacco made. It is a mixture of genuine Perique and Old Virginia Sun Cured, both in mild form, and is guaranteed not to bite. If you have a friend who smokes a pipe nothing will please him more than a pound box of this tobacco. Per pound, **50c**

Smoking Sets

A smoking set is the most economical article that can be possessed by a smoker. We have them made of the finest quality walnut, cherry, and ivory, consisting of an ash receiver, cigar, cigarette, and match holder. **$3 to $5**

KEATS, 1020 ARCH STREET

FIG. 36

A 6-inch, 2-column, newspaper advertisement with a 12-point ornamental border. The display is in Foster; the body matter, in 8-point Old-Style Roman

THE ROTH EMBOSSED PRINTING PRESS

DIPLOMA AND MEDAL AWARDED, ST. LOUIS WORLD'S FAIR

The only press sold on trial and guaranteed in every respect, including that it can be successfully operated by a (young) person of ordinary intelligence.

The most durable, efficient and reliable press.

Our improved chuck takes a 5½-inch x 8½-inch die (or 2 or 3 dies), permitting a greater variety of work to be done, including 2 and 3 colors, in one impression.

The opening to feed the sheets is 30 inches.

The efficiency and delicacy of its wiping device is such that the proper ink can be used and run in the condition in which it should be run, which is essential in order to produce the highest grade work, and with 43 to 50 lb. wiping paper.

We guarantee a greater number of impressions can be run from a non-case-hardened die than on any other make of press.

Our superb inking device is such that the distribution of ink is perfect, in consequence of which the minimum amount of ink is used.

The only press with a universal, self-centering (on any size roll) paper roll shaft.

Is a triumph of simplicity.



ROTH'S PATENTS Est. 1857

Contains less than half as many parts as other presses of its kind, yet has every possible attachment for its convenient and successful operation.

Is constructed with a view to longevity, convenience and easiness of operation.

All adjustments can be made while press is running.

Its operation is entirely automatic, and it can be run at 30 per minute on either large or small dies.

Its output is produced at the lowest possible shop cost.

The only press that retains its accurate and positive registry for an indefinite period of years.

Our price includes us furnishing an instructor to teach some one how to operate our press, also every detail known to the art of embossed printing.

Our press is being successfully operated by 30 different concerns in the United States and Mexico, including one sold Tiffany & Co.

Also Sole Manufacturers of ROTH'S DIE-HARDENING OUTFIT (Patent Pending)

Send for list of guarantees, illustrated, descriptive pamphlet with prices and terms and copies of letters from purchasers; also sample impressions run commercially. Correspondence Solicited.

B. ROTH TOOL COMPANY
Sole Owners and Manufacturers
ST. LOUIS, MO., U. S. A.

FIG. 87

A half-page, trade-paper advertisement with a 2-point, plain-rule border. The display lines are set in Cheltenham Bold and the body matter in 8-point Cheltenham

flush to the left side, with body matter set in hanging-indention style, with prices at the lower right-hand corner, in a type of the same face as the display.

42. Run-In Headings.—Sometimes, the subheading of a paragraph or a section of body matter is made a part of the first line. It is then called a **run-in heading.** The first words of this paragraph, set in bold-faced type, afford an example of a run-in side heading.

Fig. 37 shows an excellent example of run-in headings. In this advertisement a number of features are emphasized

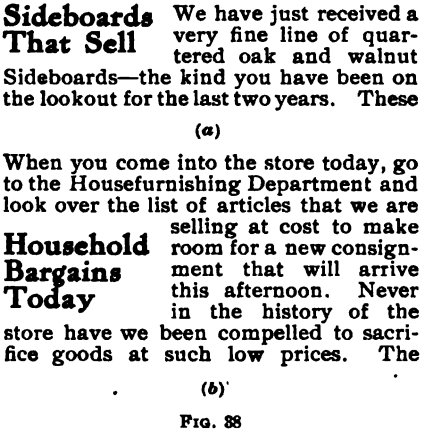


FIG. 38

An example of "cut-in" side headings set in a bolder face of type than body

by placing the main words in bold face, by running headings in bold face at the beginning of a number of short paragraphs, and by using a hanging indention for the body matter. The method shown in this example of using two faces of the same type (Cheltenham), one for the display and one for body matter, is to be commended. It preserves the type harmony, and, at the same time, gives a strong contrast. It would have been extremely difficult to secure as strong an effect by any design other than the one used in Fig. 37. This advertisement is reduced from a size 29 picas deep by 41 picas wide.

43. Side Headings.—Another method of using secondary display is shown in Fig. 38. The subheadings shown here are generally known as **cut-in side headings.** These subheadings are set flush to the left in short lines, one under the other, in a bolder face of type than the body. The general plan for this style of subheading is to place them at the beginning of the paragraph, as in (*a*), although they are often placed halfway down, with full-measure lines above and below, as in (*b*).

44. Type for Secondary Displays.—Secondary display lines should be set in strong, bold-faced display type, so that they will contrast well with the body matter. For the same reason, the display should usually be in a larger size of type than the body matter, unless, of course, the contrast between the two faces is very marked. Secondary displays should always be subordinate to the main heading, otherwise the advertisement will have a jumbled appearance. They should be just large enough to give sufficient prominence to each section of the advertisement and yet remain secondary to the main display elements.

In order to secure harmony, the same or a similar face of type should be used for subheadings as is used for the other displays in the advertisement. An exception to this rule is where it is desired to make a panel prominent by using a contrasting style of display type.

BODY MATTER

45. Display type is used to attract attention; body type to give details. Hence, legibility is a prime requisite of body matter. As a rule, Old-Style Roman or Modern Roman, preferably Old Style, should be used for body matter, as it has a light face, is easy to read, and affords strong contrast with display lines. Display type should not be used for body matter unless it has a light face and is easy to read or unless the space is large and there is little text. In any case, display type for body matter must be used with much

discrimination. If the printer has such type as Cushing, Cardinal, Caslon, Century, etc., these may be used occasionally for body type as a change from Modern or Old-Style Roman. Such types as Bookman are often very appropriate for the introductory paragraphs of advertisements.

A mass of black body type is hard to read, and prevents proper contrast with the other elements of an advertisement. Fig. 39 shows an advertisement set in bold-faced type, while Fig. 40 shows a resetting of the same advertisement properly displayed. The signature is kept in its original style because of the trade-mark value. Note the increased strength obtained by contrasting the light body matter with the display lines and featuring the article advertised. In Fig. 40 the main display feature of the advertisement is brought out in strong contrast so as to catch the eye. The subsidiary matter is held in to a narrower measure at the top. The display is in Quentell, with body matter in 10-point Old-Style Roman, leaded. A 6-point rule with round corners is used for the border.

46. Leaded vs. Solid Matter.—The use of leaded body matter is advisable when the subject requires an open treatment; it is also advisable when the type must be set in a very wide measure, because the eye would have difficulty in following long lines of solid matter. When printed on good paper, such as is used in most magazines and class papers, solid matter is easier to read than when printed on poor paper like that used in newspapers, cheap mail-order journals, etc. The better grade of paper is white and smooth, so that the type prints clear and sharp, giving a better contrast between the ink and the paper. Under such conditions, solid matter, unless in wide measure, will be very readable. On cheap stock, such as that used for newspapers, the impression is not clear-cut, the ink spreads a little, causing the letters to fill in, and strong contrasts cannot be obtained. In such cases, the matter may be leaded to advantage if the cost of the space permits, but, as a matter of fact, more advertisements are set solid than are set

CAMMEYER

6th Ave., Cor. 20th St.

Ladies Who Desire the Smartest Advance Styles in Footwear Must Come to Our Store for the New Russia Calf Walking Boots

As we are the only house in the city that exhibits not one or two but ALL THE ADVANCE MODELS (in next season's styles) OF THESE MOST ARTISTIC and FASCINATING SHOES AND IN ALL SIZES.

The fact that they are worn by those who are seeking for the most advanced ideas and styles adds to the charm of distinction of these shoes.

Prices:

$3, $5, $6, $8, and $10

Button and Lace models with Suede, Brown and Tan Cloth, White Kid, Brown Ooze, Tan Kid, and Russia Calf Tops.

Ladies who desire the Smartest Advance Styles in Footwear must come to our store for the

New Russia Calf Walking Boots

As we are the only house in the city that exhibits not one or two but all the advance models (in next season's styles) of these most artistic and fascinating shoes and in all sizes. The fact that they are worn by those who are seeking for the most advanced ideas and styles adds to the charm of distinction of these shoes.

PRICES:

$3, $5, $6, $8, and $10

Button and Lace models with Suede, Brown and Tan Cloth, White Kid, Brown Ooze, Tan Kid and Russia Calf Tops.

CAMMEYER
6th Ave., Cor. 20th St.

FIG. 40

leaded. Often, instead of leading body matter, it is a better plan to use larger type set solid—to use 8-point solid, for instance, instead of 6-point leaded. Note carefully the examples shown in Fig. 41. The matter shown in (*a*) is set in 6-point solid; that in (*b*), in 6-point leaded; and that in (*c*), in 8-point solid.

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour — hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Ave.

(*a*)

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour — hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Ave.

(*b*)

Eat Brown Bread

—during summer if you'd be comfortable. Prof. Hart's Brown Bread takes the place of meat. It's far more nourishing and does not overtax the weakest stomach. Made of whole wheat flour—hulls and all. Pure and delicious.

Price, 6c a loaf, delivered. Write or 'phone.

Krafft's Bakery
18th and Pennsylvania Avenue

(*c*)

FIG. 41

47. Overleading.—Too much leading is worse than no leading at all, because it gives the body matter a weak, straggling appearance and prevents proper contrast with the black and white portions of the advertisement. It is seldom advisable in ordinary body matter to use leads thicker than 2 points.

48. Advertisements Without Display Lines.—Some advertisements are composed of body matter alone, as shown in Fig. 7. When no display lines are used in an advertisement, plenty of margin should be left around the body matter, so that it will contrast well with the white space and be separated from the surrounding border. For the best effect, the margin should appear to have the same width throughout. This results in what is termed a *squared effect*. Such an advertisement should be set in type of large size—about 14-, 18-, or 24-point Old-Style Roman, Caslon, Old-Style Antique, Cheltenham, or some other very plain type that is easy to read—so

that the reader can grasp the advertisement quickly and have no difficulty in following it. The chief weakness of this style is that there is no guide post to the advertisement and its nature is not evident at a glance.

49. A slight improvement on the style of advertisement shown in Fig. 7 is one in which the first words, the first line, or the first sentence is set in type slightly larger in size than the rest of the advertisement, as shown in Fig. 42. In the original of this advertisement, the introductory paragraph was set in 30-point Caslon. These lines being larger than the following matter, they served as a heading. The judicious use of white space aids in making this advertisement very readable.

50. Reading-Notice Advertisements.—When it is desired to have an advertisement imitate reading matter, the copy is set up in the same style as the headings and body type of the newspaper in which it is printed. Figs. 43 and 44 show two styles of reading notices, with and without subheads. These are newspaper advertisements. In order to distinguish such advertisements from real news items, they sometimes have a sign at the bottom, such as one or two stars or 1t, 2t, etc. These signs serve as a guide for the printer, and to prevent him from taking the advertisements out with the balance of the reading matter when the forms are changed from one day to another. Fig. 32 shows a full-page, magazine advertisement of this class.

51. Styles of Setting Body Matter.—The simplest way of setting body matter in connection with display lines is shown in Fig. 6. In this case both the heading and the body matter are set to the same measure, there being no indention until the signature is reached.

Figs. 4, 9, and 10 show advertisements with the body matter indented at both sides, thus affording relief from the otherwise square, "set" appearance, and at the same time sharpening the contrast between the body matter and the other display elements.

If you could put another man on the road with reasonable assurance of profit you'd do it in a minute.

Give us the price of the man and we'll sell more goods for you than he would. Let the trade see that you are pushing things and it will push with you. Get the name of your product into the minds and mouths of the 5,000,000 readers of THE LADIES' HOME JOURNAL and the trade will hear of it—your salesmen will hear of it, and you'll hear the golden echo in your cash-box.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA
NEW YORK CHICAGO BOSTON

THE LADIES' HOME JOURNAL
More than 1,000,000 copies every issue
Over 5,000,000 readers

FIG. 42

A full-page, magazine advertisement without display lines. The main text is in Caslon Old Style; 2-point border; 3-pica general margin. Reduced from a size 30 picas wide by 47 picas deep

Figs. 36 and 37 show examples of hanging indention in connection with subdisplays. Where a hanging-indention style is used, the body matter is indented at the left-hand side, leaving a wider white space between the body type and

CATARRH CAN BE CURED

Kill the Germs by Breathing Hy-o-mei. Gives Quick Relief

Many people who have suffered with catarrh for years naturally feel that the disease cannot be cured, and become discouraged.

Their failure to get relief is due to the fact that they have not used the right remedy. Catarrh is an affection of the head, throat, and lungs, and cannot be cured by stomach dosing.

The only scientific and natural treatment for this disease is Hy-o-mei, which is breathed through a neat pocket inhaler, so that its healing medicated air reaches the most remote air cells, kills all catarrh germs, and restores the mucous membrane of the nose, throat, and lungs to a healthy condition.

We do not want any one's money unless Hyomei gives relief and cure, and we absolutely agree that money will be refunded unless the remedy gives satisfaction.

All druggists should be able to supply you with Hyomei or we will send it by mail on receipt of price, $1, and every package is sold with the distinct understanding that it costs nothing unless it cures. Booth's Hyomei Company, Buffalo, N. Y.

FIG. 43

An example of a reading notice. De Vinne Condensed is used for the top line of the heading, and regular De Vinne for the other display lines. The body matter is in 8-point Old-Style Roman, solid

the border on that side than on the other. In such an advertisement, the main heading need not be set flush to the left, as the subdisplays are usually sufficient to give the effect of hanging indention. The hanging-indention arrangement sometimes adds much to effectiveness.

ECZEMA 15 YEARS WITHOUT RELIEF

Friend Recommended Cuticura—, Used Five Cakes Cuticura Soap and Two Boxes of Cuticura Ointment and is Entirely Cured —Feels Like New Man.

GLADLY RECOMMENDS CUTICURA TO ALL

"I had eczema for more than fifteen years, and had tried all sorts of remedies to relieve me, but without avail. I stated my case to one of my friends and he recommended the Cuticura Remedies. I bought them with the thought that they would be unsuccessful, as with the others. But after using them for a few weeks I noticed to my surprise that the irritation and peeling of the skin gradually decreased, and finally, after using five cakes of Cuticura Soap and two boxes of Cuticura Ointment it disappeared entirely. I feel now just like a new man, and I gladly recommend these remedies to all who are afflicted with skin diseases. David Blum, Box A, Bedford Station, N Y., Nov. 6, 1905."

Little Son Had Eczema

"My son when four years of age had eczema on his body and limbs and suffered badly. Cuticura Remedies were recommended to me and I gave the complete treatment a trial and at the end of the third month my son was cured. I cannot say too much in praise of Cuticura Remedies and am always ready to recommend them to others. Mrs. G. H Conant, Box 811, Rockland, Mass., Dec. 14, 1905."

Helpless Infants cured of Torturing, Disfiguring Humors, Eczemas, Tetters, Rashes, Itchings and Irritations owe more to Cuticura Soap and Cuticura Ointment than to all other remedies combined. No others so pure, so sweet, so speedily effective. May be used from birth.

Complete External and Internal Treatment for Every Humor of Infants, Children, and Adults consists of Cuticura Soap (25c.) to Cleanse the Skin, Cuticura Ointment (25c.) to Heal the Skin, and Cuticura Resolvent (50c.) (in the form of Chocolate Coated Pills, 25c. per vial of 60.) to Purify the Blood. Sold throughout the world. Potter Drug & Chem. Corp., Sole Props., Boston, Mass. Mailed Free, "Treatise on the Skin and Blood."

FIG. 44

A reduced reading-notice advertisement with several subdisplays and a paragraph set in bold-faced type. This is a style used for advertising patent medicines, soaps, etc.

Few Lots of Choice Dry Goods at Very Unusual Prices

In order to make room for our new stock of Summer Dry Goods, which will arrive in a few days, we are closing out our present stock at remarkably low prices. We know you will find some every-day need among the many articles on sale and that you will make a great saving if you will do your buying NOW

White Dress Goods

White Silk Mousselaine—a rich silk of lustrous quality, sold regularly for 12c per yard **6¾c**

Steam-shrunk, white Canon Cloth with fancy Belfast linen finish. Has exact appearance of Irish linen. 19c quality **12½c**

Yard-wide, white dress linen—a round-thread quality, warranted all pure linen. Every yard steam shrunk. Per yard **39c**

30-inch white India linen. A graded, desirable sheerness and fine texture. Regular price 25c a yard. Special **19c**

Cream Dress Goods

44-inch, all-wool, cream Storm Serge—a hand-twisted, double-twill quality, worsted finish **69c**

44-inch, cream Silk Voile; a fine, soft, clinging material of silk and wool. Regular price 85c a yard. Special **49c**

50-inch, oyster-white Mohair Sicilienne, with rich, lustrous finish. Special tomorrow **49c**

30-inch Mohair Brilliantine—a fine silk-finish quality, strictly dust-proof. Regular price 50c per yard. Special **39c**

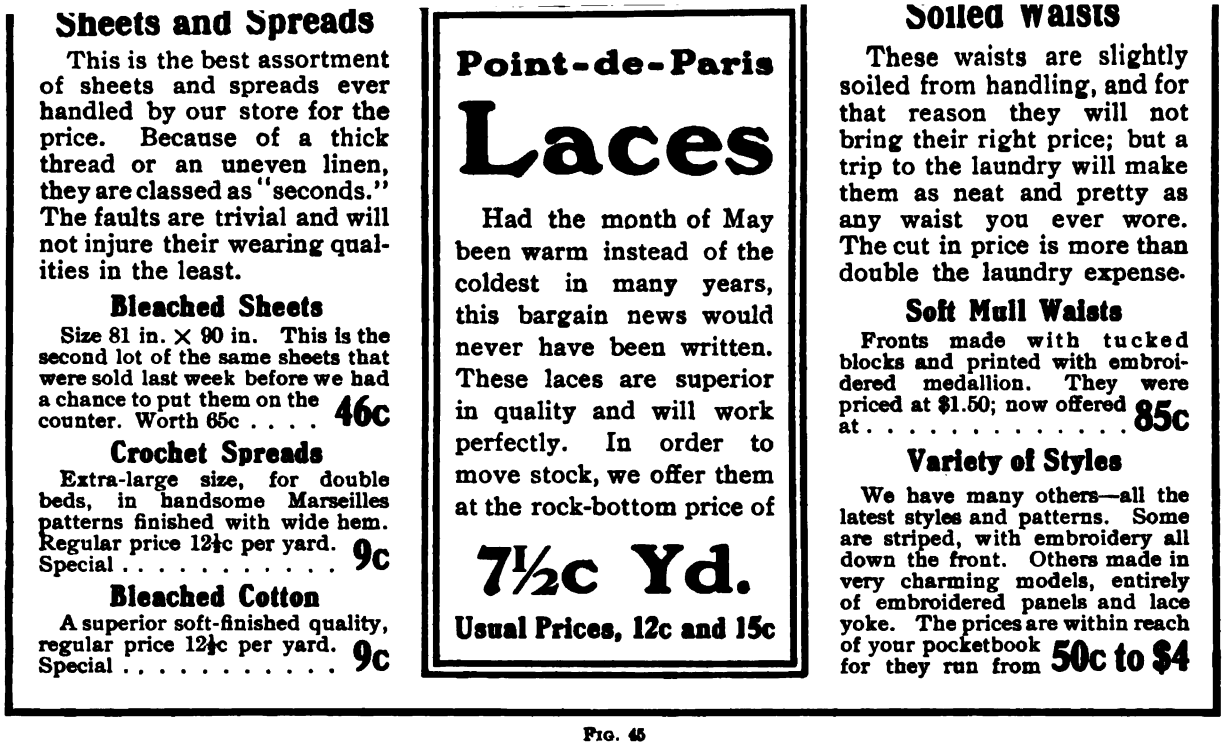


FIG. 45

A feature section from a large department-store advertisement, showing use of main heading and subheading; price display; and special panel within the large panel, featuring one special article more than the others in the section. The double display lines are set in Blanchard Condensed, with 2-point rule around the outside, and 6-point parallel rule around the lace panel. Main introduction in 12-point Old-Style Roman; subintroductions in 10-point; descriptions in 8-point

52. Body Matter in Columns.—In a narrow advertisement the body matter should be set in a single column, but in a wide advertisement, particularly if there is much text, the body space should be divided into two or more columns. This arrangement, by having a width of line that the eye can easily follow, not only makes the body matter more readable, but also adds to the attractiveness of the advertisement. See Figs. 15 and 32. This idea is also frequently followed in the panels of a large advertisement, as shown in Fig. 45, which illustrates a section taken from a department-store advertisement. The introductory matter in such advertisements is usually set in as wide a measure as the panel will allow, and the following matter, which generally contains lists and descriptions of items, is divided into two or more columns. Very narrow measures should be avoided, because they sometimes make it necessary for the printer to space out some words in order to make them come flush with the right-hand side of the measure, and this spacing lessens legibility.

53. Odd-Shaped Body Spaces.—It is frequently necessary to depart from the square-cornered effect of the ordinary body space in order to fit the type matter (1) around an illustration, as in Fig. 33; (2) into an irregular-shaped border, as in Fig. 21; or (3) into a circular panel, as in Figs. 17 and 18. However, in general, the rectangular shape of the setting should be followed. It is better to avoid such shapes as stars, crosses, etc. Such settings may be interesting as curiosities, but they are hard to read and detract attention from the message of the advertisement. In addition, they cause the printer a great deal of trouble and extra labor. It is easy enough to get up such unusual shapes as an electric-light globe for an electric-light advertisement, and if the side of the mortised cut is not too slanting, type may be set in it without much trouble, but cuts mortised with decided curved edges are very troublesome.

54. Displaying Lists of Subjects.—Where it is necessary to use long lists of subjects, or articles, without

descriptive matter, the copy is usually set in narrow columns, each article, or subject, occupying a line by itself, and the line being set flush to the left. This method gives greater strength than where the matter is set in regular paragraph form, as the eye can run down such a list more easily. Lists are usually set in type that is at least 2 points smaller than the body type used in the advertisement. If the body matter, for example, is in 8-point, the lists should be set in 6-point—solid, if necessary—as shown in Fig. 46. Type with a face somewhat heavier than the body type can often be effectively used in such cases.

55. Gradation of Body Type.—Frequently the space to be occupied by an advertisement is too small for a large size of type to be used throughout. In such cases, rather than set the entire advertisement in small type, the first part may be set in a large size and the following matter in a smaller size or sizes. In small advertisements, the first paragraph only may be set in the larger size. In a large advertisement, the main introduction might be set in 14-point, for instance, while the principal matter in each section of the advertisement is 10-point, with the remainder in 8-point.

Usually, it is not advisable to use more than two sizes of type for body matter. In any case, there should be a noticeable contrast between the sizes used; that is, it is better to have a difference of two points rather than a difference of one point. Fig. 47 shows the gradation of body matter in a page magazine advertisement. In this advertisement it will be well, to note the method of displaying the statement at the top in *inverted-pyramid style;* that is, one line under the other and each line shorter than the one preceding it.

56. Extra Space Between Paragraphs.—Where it is necessary to set an advertisement solid, or to set a large amount of body matter unbroken by subheads, the eye will be materially aided if there is a little leading between the paragraphs. This plan has several advantages; it rests the eye, it breaks up a solid mass of small type, and where

There Are Over a Hundred Different Uses for the

Gammeter Multigraph

(2,000—and Over—Original Copies An Hour)

Original Typewritten Letters in multiple quantities in English, French, Spanish, or German.
Price Lists.
Instructions to Salesmen.
Salesmen's Advance Notices.
Salesmen's Report Blanks.
Sales Department Forms.
Order Forms.
Lists of New Goods Received.
Leaves for Loose Leaf Books.
Accounting Department Forms.
Remittance Acknowledgments.
Instructions to Employes.
Notices to Stockholders.
Directors' Reports.
Notices of Dues and Assessments.
Tabulated Reports, including vertical and horizontal ruling.
Annual Reports of Corporations.
Pay Roll Blanks.
Statements.
Daily Market Reports and Letters.
Stock Quotations.
Banking Exchange Sheets.
Freight Traffic Rates and Changes.
Freight Classifications.
Notices of Steamship Arrivals and Departures.
Rate Inquiry Postals.
Notices of Shipments.
Return Requests for Empty Packages.
Carriage Tickets.
Railroad Schedules.
Specification Forms.
Copies of Architects' Specifications.
Schedules of Insurance Rates.
Descriptions of Real Estate Property.
Examination Papers for Schools and Colleges.
Library Blanks and Notices.
Instruction Sheets for Business Colleges.
Lessons, etc., for Correspondence Schools.
Programs of Conventions, Meetings and Entertainments.
Lodge Work.
Church Programs.
Bills of Fare.
Forms for Military Companies.
Instructions to Publications.
House Publications.
Reproducing Testimonial Letters.
Reports of Advertising Results.
Subscription Blanks and Receipts.
Illustrated Letters and Postals.
Printing on Fibre or Leather for Advertising Purposes.
Printing Dealers' Names on Advertising Matter.
Card Index Supplies.
Postal Cards.
Labels.
Shipping Tags.
Bulletins.
Return Envelopes with "Key" numbers to check returns.
Shop Tags.
Work of all kinds in two or more colors.
Trade Catalogs.
Labor Union Work.
Stock Sheets for Lumber Dealers.
Factory System Forms.
Hand Bills.
Telephone Toll Slips and Rates.
Proxies.
Inventory Forms.
Machinery Specifications.
Names for Mailing Lists.
Publishers' Statements for Circulation.
Draft Notices.
Salesmen's Business Cards.
Monthly Reports of Students.
Enrolment Blanks.
Descriptions of Counterfeit Bills.
Forms for Railway Claims.
Political Campaign Work.

While the Gammeter Multigraph is designed primarily for the rapid production of original typewritten letters, in multiple quantities, it is equally well adaptable for many other kinds of multiple work.

Users of the Multigraph are constantly discovering new uses for it, until now we have a list of over 125, some of which are given in the column at the left.

This list is not imaginary or theoretical; every item mentioned being given us by some Multigraph user who has found the machine a money-maker and a money-saver in actual service.

The Gammeter Multigraph, operated by an office boy or girl, not only will produce typewritten letters at the rate of 2,000—and over—an hour, that are indistinguishable from personally dictated letters, but it saves many printer's bills, as the list on the left gives evidence.

The Multigraph takes paper and cards of any weight from the size of a postage stamp to a full foolscap sheet It takes up no more room than an ordinary typewriter, and is operated on the same principle, using typewriter type, and printing through a wide typewriter ribbon on paper backed up by a typewriter platen. Electrotypes can also be used upon it, and a direct inking attachment is supplied for work not requiring actual typewriting

Let Us Send You a Sample

of a letter typewritten on the Gammeter Multigraph and addressed to you *personally*. Simply send us *your* name, the name of your firm, and the position you occupy. We'll include descriptive booklet with the letter. Write today.

The American Multigraph Company

3937 Kelley Avenue, Cleveland, Ohio

Branch Offices Everywhere



FIG. 46

A full-page, magazine advertisement, showing method of handling a four-line heading, and displaying the principal feature of a heading, also of displaying a long list of articles, each in a single line of type a size smaller than that used for the body matter. Reduced from a size 33 picas by 49 picas

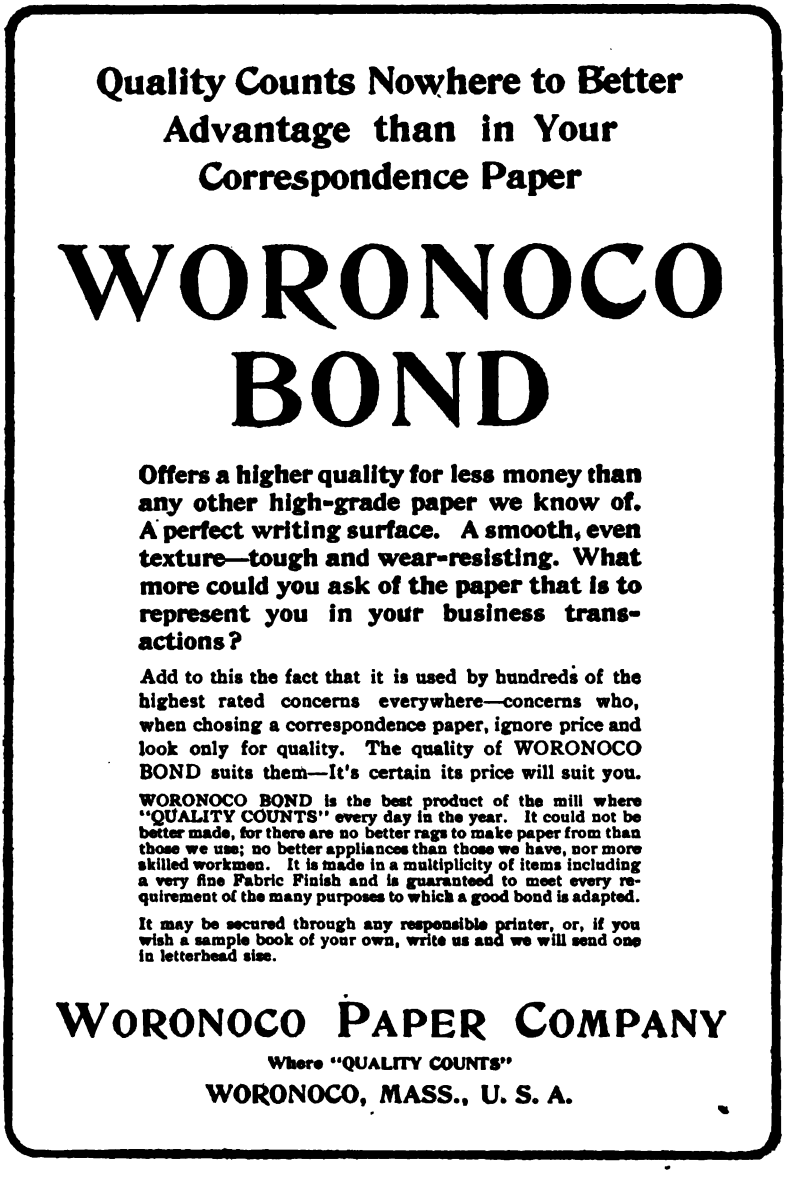


FIG. 47

A full-page, magazine advertisement, showing very liberal use of white space, obtained by indenting the body matter. The first paragraph was originally set in 12-point De Vinne, the second in 10-point Old-Style Roman, and the third and the fourth in 8-point Old-Style Roman. The display lines are in De Vinne and the border is 3-point rule with round corners. Reduced from a size 33 picas by 49 picas

necessary, it divides the paragraphs of body matter into individual units, thus materially strengthening them. Figs. 23 and 33 show various ways of using extra leads, or white space.

PRICE DISPLAY

57. Size of Price Figures.—When the price of an article offered for sale is a prominent selling point, it should be displayed, but where space is limited, or where the price is a minor selling point, it may simply be run in with the body matter. Where the price is a strong selling point of a simple advertisement, it should be considered as a general display element; but in a complex advertisement, the price figures should be regarded as minor elements.

Some ad-writers give the price too much prominence, forgetting that there is a difference between figures and price. Standing alone, *98c* means 98 cents and nothing more; but 98 cents may be a high price or a low price for a certain article. The figures are not a price unless they are considered in connection with the article for sale; and if the price figures are much larger than the display that tells what the article is and the eye takes in price figures but not the nature of the article, nothing is gained. Therefore, generally speaking, price figures should not be stronger than the display or displays that inform the reader about the nature of the article.

58. Location of Price Figures.—The proper location for the price figures varies. Sometimes it is an effective plan in retail advertisements, if the price is a strong point, to place the price in the center of the advertisement, or panel, as in Fig. 8, thus securing the proper amount of white space around the figures. Then, again, to save space, the price may be placed in the lower right-hand corner of the body space, as in Fig. 6. This location is a favorite one.

Styles of price displays that are particularly good for items in a panel of a large advertisement are shown in Figs. 48, 49, 50, 51, and 52. The style shown in Fig. 49 is good where

6,000 yards Printed Silk-Warp Eolienne, all white grounds with charming floral patterns. Their lowest price was 29c a yard, until our special sale, at 19c a yard, now a still lower price of **15c**

FIG. 48

Sheer Printed Organdies. 20,000 yards of these lovely filmy Organdies come in white with bewitching dainty flowered patterns of exquisite tints and colorings. Cannot be bought anywhere in the entire city for so little a price. **Per Yard, 11c**

FIG. 49

Fine Printed Batiste. 50,000 yards—Hardly a store in America is showing a fair assortment of these favorite batistes and many have none at all to show. There are over 50,000 yards here in a bewitching variety of patterns, flowers, dots, figures, stripes, checks, etc., on white grounds and white dots, figures and stripes on navy and black. They cannot be woven and printed at the present cost of production to sell under 15c a yard. The price here while they last will be **12½c a yard**

FIG. 50

Two Belt Specials, $1

New Military Calfskin Leather Belts, neat tailored backs, with gilt military buckles, in black, red, green, tan, and brown; also rich steel-studded, silk elastic belts, with cut-steel riveted buckles, all popular colors; two greatly underpriced belts, $1.

FIG. 51

Handsome Velour Flannels

and fleece back crepe ground and serge ground flannelettes, choice Persian and Oriental styles, also dots, stripes, etc., fabrics made to launder and wear well, very latest styles, 15c and 12½c values, all at one price tomorrow, yard **10c**

FIG. 52

Union Suits

Women's Egyptian cotton union suits, in gray and cream colors, regular and extra sizes, large flaps, finished seams, taped necks, special for Friday at only **44c**

FIG. 53

Diamond Mounted Brooches

From 20% to 25% Less Than Specialty Stores Charge.

We buy Diamonds right from the first handlers, eliminating the brokerage, which would be part of the transaction if purchased through the middleman. The most careful examination—the closest expert scrutiny is exercised, and every stone selected for its high quality; and if the flaw or spot is very, very tiny it is shown and sold at such. The regular prices are based on a fair margin of value, and are from 20 per cent. to 25 per cent. lower than charged by specialty stores.

The most interesting Jewelry display in the city to be found here.

At $10.75 each. Sunbursts of half pearls, mountings of solid 14k. gold, set with diamond in center.

At $11.45 each. Crescent and Star of half pearls, with 1 diamond, mounting of solid 14k. gold.

At $16.50 each. Floral design, rose finished, of solid 14k. gold; mounted with 4 baroque pearls and 1 diamond.

At $16.75 each. Lion's Head of solid 14k. gold, rose gold finish; set with 1 sapphire and 1 diamond.

At $20.00 each. Spray of 14k. gold, rose gold finish; mounted with 4 Oriental pearls and 1 diamond.

Main Floor, center, Central Building.

At $20.75. Spray of half pearls and 1 diamond; mounting of solid 14k. gold.

At $23.75. Scroll design of solid 14k. gold; mounted with half pearls, whole pearls and 1 diamond.

At $10.75. Enameled flower design of 14k. gold; set with 1 pearl and 1 diamond.

At $24.25. Harvest Moon, 14k. gold; mounted with whole pearls, 1 diamond and a pretty enameled violet ornamentation.

At $36.75. Scroll design, polished knife edge pattern, of 14k. gold; mounted with generous size diamond in center.

FIG. 54

A panel from a department-store advertisement showing use of a triple, light-faced 6-point border with round corners. Schoeffer Old Style was used for display with 10-point and 6-point Lining Cushing for body matter

space is at a premium. The size of type used for this style of price figure may be the same as that for the text or in some cases a little larger; having a black face, it will be more prominent. The price figures in Fig. 53 seem a little large, but in the original large advertisement, the main head over a number of panels told that they all offered underwear.

In large panels where several grades of the same article are offered at various prices, the price figures may precede the descriptions, as in Fig. 54, or follow them, as in Figs. 48, 49, 50, and 53; they are often arranged vertically in numerical order, the lowest price at the top. The panel shown in Fig. 54 is a style often used in full-page, department-store advertisements. In addition to showing prices preceding descriptions of articles, as just stated, this panel shows how the price may be brought out in headings. The introductory matter is set the full width of columns, with descriptive matter divided into two columns under it. The item portion of this panel, however, would have been rendered more readable by placing a lead between each paragraph.

If the price is the chief selling point, it may either be displayed in the heading or precede the description as in Figs. 28 and 51. In cases like this, the price may be printed in exceptionally large type so as to attract the eye and appeal to the pocketbook, as in the advertisement shown in Fig. 55. If the article is not well known, or is salable only after a desire for it has been created, the price figures should appear after the description and should not be displayed.

If the selling price is considerably lower than the usual price, it is well to display them close together, as in Figs. 28 and 29, so that the reduction will be more apparent.

SIGNATURE AND ADDRESS

59. Location of Name and Address.—The logical position for the firm, or store, name and the address is at the bottom of an advertisement; and in an advertisement of ordinary size that can be taken in at a glance, it should always be placed there. It may or may not be followed by addi-

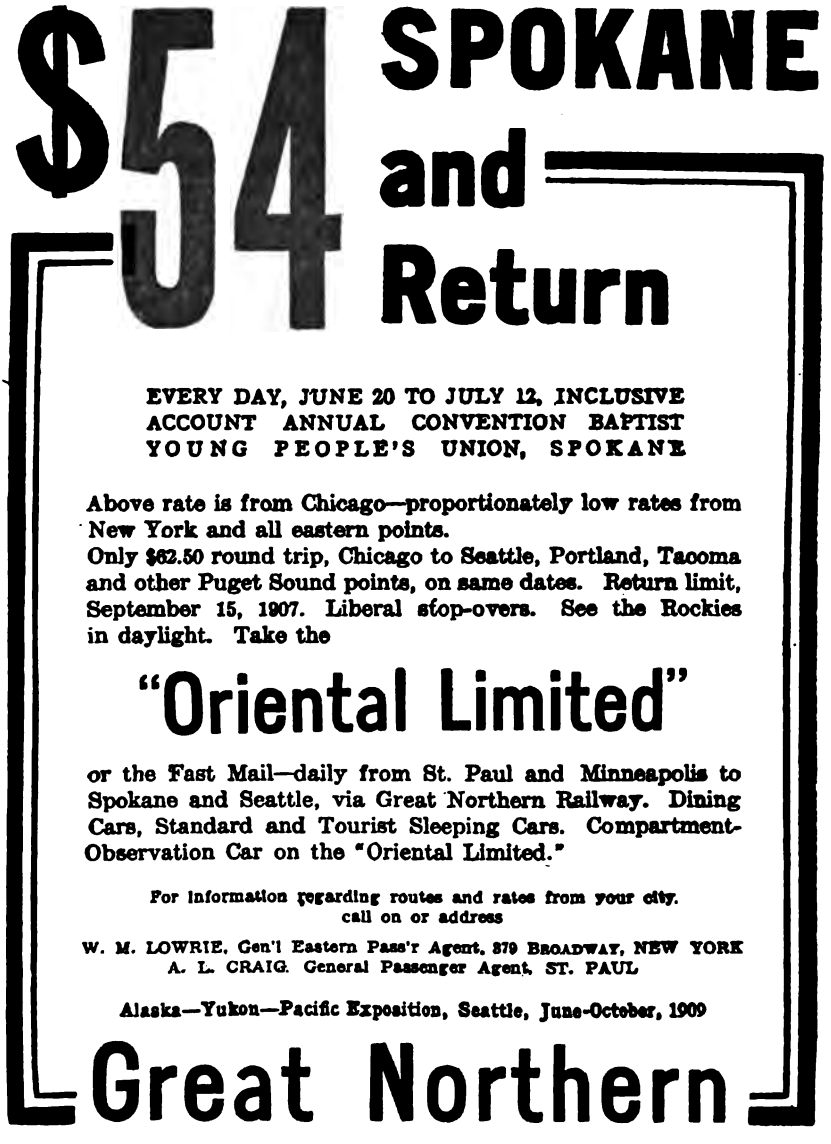


FIG. 55

A 6-inch, double-column, newspaper advertisement, showing a judicious use of white space and a partial border made up of 6-point and 2-point rules with 4 points of space between. Note the particular prominence given to the price of a ticket to a specified point

Imported Suits and Costumes Greatly Reduced



News of Very Great Skirt Bargains

Thank your lucky stars, if you've postponed buying skirt or costume till today. All that remains of imported suits and costumes are lowered to half price. The reductions bring exquisite Paris creations down to the price of domestic models. There's charm unmistakable in these foreign-created beauties. No taste will gainsay that.

The models are exclusive—not one of a kind. So, of course, prices can be only halved—

A $30 Suit is $15. a $50 Suit is $25. a $60 Suit is $30. a $75 Suit is $37.50. a $90 Suit is $45. and so on.

The styles, as you may imagine, are exquisite. A plum-colored broadcloth suit, for example, is trimmed with pastel green, tone of itself, lace and braid. A pastel blue broadcloth one has coat of Japanese embroidery—a charming pony coat effect. The colorings are all out of the ordinary. The picture shows one of the imported suits. It is of chaffon broadcloth, lace collar and sleeves. $60, was $120.

The costumes are of equal beauty, showing halved prices on all that remain. Red voile is $10, was $20; dark blue voile is $27.50, was $55. And so on.

With these a word is in order of the large showing of Adapted Foreign models, ranging in price from $25—there are many styles at this price. Then $37.50, $40, $75. A marvelous range of styles.

$5.50 for $10 to $22.50 Skirts : Samples

Strong samples, these as to precision of style. And coming from a best maker anywise in the great beauty and quality. There are just a hundred and fifty of the skirts, the sketch showing one style of which there are a dozen or so. The styles are beyond quick telling, mostly of voile, pleated, but handsomely trimmed. Some lovely taffeta skirts among the number. A few, but very few, are of white serge. It is the greatest skirt bargain of months—maybe the biggest we've known.

Silk Coats of Great Charm and Beauty

They are pretty enough to make one for the moment forget price completely, and just admire. The price will be a complete surprise, because, as you may know, market conditions are antagonistic. Every garment that requires silk, wholly or in part in the making, is affected by the scarcity. It seemed strange fate that should, at that very time, decree the silk coat as a fashion. When you have made comparisons, and we wish you would before buying, you will pronounce the values quite as remarkable as unexpected.

The picture is of $13.50 Etons that are $18.00

Of black taffeta, stitched stripes over the shoulder to hem, flat silk braid forms body and cuff trimming; vest effect is given by touch of white corded silk and fancy black silk braid; gray satin lining.

Others, and as temptingly good values, are—

$12.50 Black Taffeta Etons at $7.50
$15 Black Taffeta Pony Coats at $10
$15.50 Black Taffeta Etons at $12.50
$22.50 Black Taffeta Pony Coats at $15
$23 Black Taffeta Etons at $16.50

They are all lined, either with white peau de cygne or white or gray satin, and are all very prettily trimmed.

Philadelphia Orchestra

TRIMMED
Black Hats at $10 to $45

A Sale of Ostrich Plumes

Leather Goods Samples

Books at 25c
Sold Regularly at 50c

Base Ball

Kimonos

Corsets

Children's Corset Waists

Silverware BARGAINS : Serviceable

Mohairs and Suitings Plain and Fancy

Muslin Underwear
Some Good Values

Sheets and Spreads

$1 Black Etamine at 50c a Yard

A Flurry in New Cottons

Silk Sale : Important Savings
All Fresh, New, Desirable Goods

Continuing the Rug Sale
Surplus of S. Sanford & Sons
Two Other Mills Contributed

Gas and Electric Lamps

Stamped Patterns, 60c
for Shirt Waist

Some Great Bargains in Laces

Dinnerware Bargains

Gimbel Brothers
Market : Chestnut : Eighth and Ninth

FIG. 56

A full-page, department-store advertisement, showing the use of underscore rules for heading of different sections without paneling, also the use of panels to reinforce special sales. Cheltenham Bold was used for display and Old-Style Roman for body matter. Reduced from full newspaper page

tional matter, such as telephone numbers, etc. Some advertising men, particularly those in the department-store field, think that the firm name should appear at the top of every advertisement, believing that the readers of newspapers will look for the announcement of their favorite store to learn what it is offering. But in a small or a medium-sized advertisement, there is no necessity for placing the signature at the top, as the heading and signature would be seen at almost the same instant. In a large advertisement this might not be the case; hence, the top location in such an advertisement has something in its favor.

One serious objection to placing the name at the top of an advertisement is that unless it is carefully displayed, the name will overshadow the real heading. Some retail advertisers, in order to avoid this bad feature and yet retain any possible advantage of the top location, use a small signature repeated across the top of the advertisement in addition to a large signature at the bottom, as in the advertisement shown in Fig. 56. These *column signatures*, as they are called, serve to identify the advertisement; yet they do not interfere with the main display.

60. Size of Firm Name and Address.—The firm name should be prominent, as a rule, but it should be sufficiently subordinated to the heading or the main display, so that the latter will lose none of its prominence. In mail-order advertising, where there is a great deal of matter to go into the advertisement, and the space costs from $2 to $7 an agate line, the firm name and the address are often displayed in small type or even run in at the end of the body matter. In such a case, they are usually set in black-faced type. This method is also used in general advertisements for the reason that the article, not being bought direct from the advertiser, his name and address are of small importance, the chief aim being to impress the name of the article or the trade mark on the reader. General advertisers' names are sometimes emphasized, however, because of their trade-mark value.

The retailer advertises his entire store, as well as the goods mentioned in his advertisements, and therefore needs to keep his name and address before the public by displaying them with reasonable prominence in every advertisement.

61. Methods of Displaying Firm Name and Address.—A good general rule to follow in displaying a firm name and address is to make the two together about half as strong in display effect as the principal display in the advertisement, which is usually the heading. See Figs. 4, 6, and 8. There are exceptions to this general rule, however. In mail-order and general advertising there is usually less need for displaying name and address strongly than in retail advertising. Fig. 5, for example, illustrates how small the bottom display is when compared with the heading. The advertisement shown in Fig. 6 makes it clear that a line of 14-point (the name), followed by a short line of 10-point (the address), does not give more than about half the strength of the 30-point heading, though the total of points is nearly the same in both cases. Therefore, in undertaking to make a lower display about half the strength of the top display, it is better to be guided by the display effect than by a calculation of points.

Frequently, the best method is simply to arrange the signature and address one above the other as a centered display. If this will leave too much white space at both sides, a short name and address can be set on one line extending across the bottom of the advertisement, as in Figs. 5, 9, 10, and 14. The various methods of arranging the signature and the address in the exhibits of this Section will serve to bring out a great many styles.

62. Name Plates.—Figs. 57, 58, and 59 show examples of the **name plates, or signature cuts,** used by many advertisers to give individuality. Fig. 57 shows an example of what is known as a *reverse plate;* that is, in the drawing, the letters were black against a white background, and the lines near the edge were black; the engraver was instructed to *reverse* the colors and to make the letters white instead of



FIG. 57



FIG. 58



FIG. 59

black and the background black instead of white. This process is often used in order to get a distinctive headline or to get an entire advertisement with white letters against a black background. Sometimes these reverse plates give better display than black letters on a white background. The plate shown in Fig. 57 does this, but very frequently the effect is not so good as the usual black-type arrangement. The effectiveness of the plate shown in Fig. 58 is spoiled by an attempt on the part of the artist to make it too artistic. This name plate is not so effective as a good black letter against a white background would be. Compare Fig. 58 with Fig. 59, which is a strong hand-drawn signature of the usual black-letter style. The strength of the plates shown in Figs. 57 and 59 is due largely to the simplicity of the designs.

BALANCE

63. In arranging the several general display elements, attention must be paid to what is known in printing as *balance*. By **balance** is meant a harmonious distribution of the display elements, so as to keep an advertisement from appearing top heavy, bottom heavy, or too strong in display on one side. Some features of balance have already been considered.

An important principle of balance is that the center of display should be closer to the top than to the bottom of an advertisement. By *center of display* is meant that point in an advertisement which would be the balancing point if the advertisement were a stout piece of cardboard balanced on a pivot, with the chief display lines on it as weights.

If an advertisement has only one strong display element, this display should not be exactly in the center or below it, but a little above the center. Note Figs. 60, 61, and 62. Fig. 60 has a display at the bottom that is not so strong as the top display, but it is enough to keep the advertisement from appearing top heavy. As the top is heavier in display, the center of display will be above the center of the advertisement, which is in accordance with the principle of balance. In Fig. 61, the line "100 for $7.50" is near the name and



FIG. 60

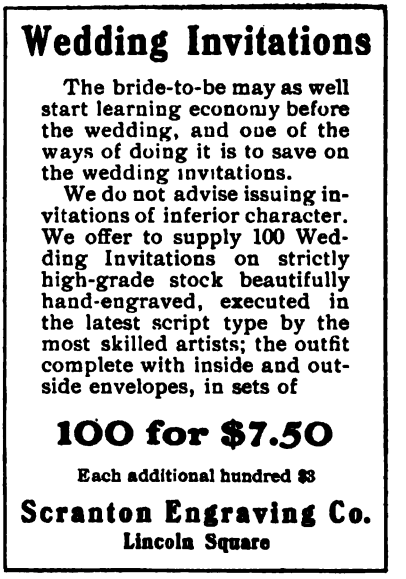


FIG. 61



FIG. 62

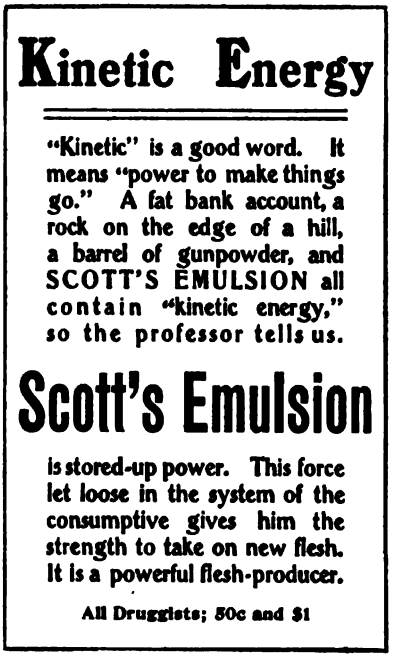


FIG. 63

address, thus bringing the center of display below the middle of the advertisement and making the lower half the heavier; the effect is to throw the advertisement out of balance. If this "100 for $7.50" line is carried back to a position above the center of the advertisement, as in Fig. 62, the balanced effect will be restored.

If it is ever necessary, on account of the arrangement of copy, to put the heaviest display line below the middle of the advertisement, the bottom display should be minimized and a moderately strong top display used, so as to bring the center of display still above the middle of the advertisement. This is clearly illustrated in Fig. 63. If a bottom display as strong as the top had been added to this advertisement, the balance would have been disturbed. If these fundamental principles are observed, superior display will result.

SPACE PROPORTIONS

64. Publishers usually have some rules regarding the proportions of space that they sell to advertisers. Many newspapers, for instance, provide that double-column advertisements shall be at least 42 agate lines deep. But these regulations are few, and the advertiser is left much to his own judgment in deciding in what shape he shall buy his space.

If the advertiser wants as much space as is contained in a 21-inch column of a newspaper, shall he buy a full column, as in Fig. 64 (*a*), a space $10\frac{1}{2}$ inches long across 2 columns, as in (*b*), or a space 7 inches deep across 3 columns, as in (*c*)? If he needs 42 inches of space, shall it be taken 14 inches deep across 3 columns, as in (*d*), or $10\frac{1}{2}$ inches deep across 4 columns, as in (*e*)? If he is to use half a magazine page, shall it be a full column, 8 inches deep and $2\frac{5}{8}$ inches wide, as in (*f*), or shall it be half of the page divided horizontally, that is, a space 4 inches deep by $5\frac{1}{4}$ inches wide, as in (*g*)? Is a quarter-page magazine space 4 inches deep and $2\frac{5}{8}$ inches wide, as in (*h*), more to be desired than a quarter-page 2 inches deep and $5\frac{1}{4}$ inches wide, as in (*i*)?

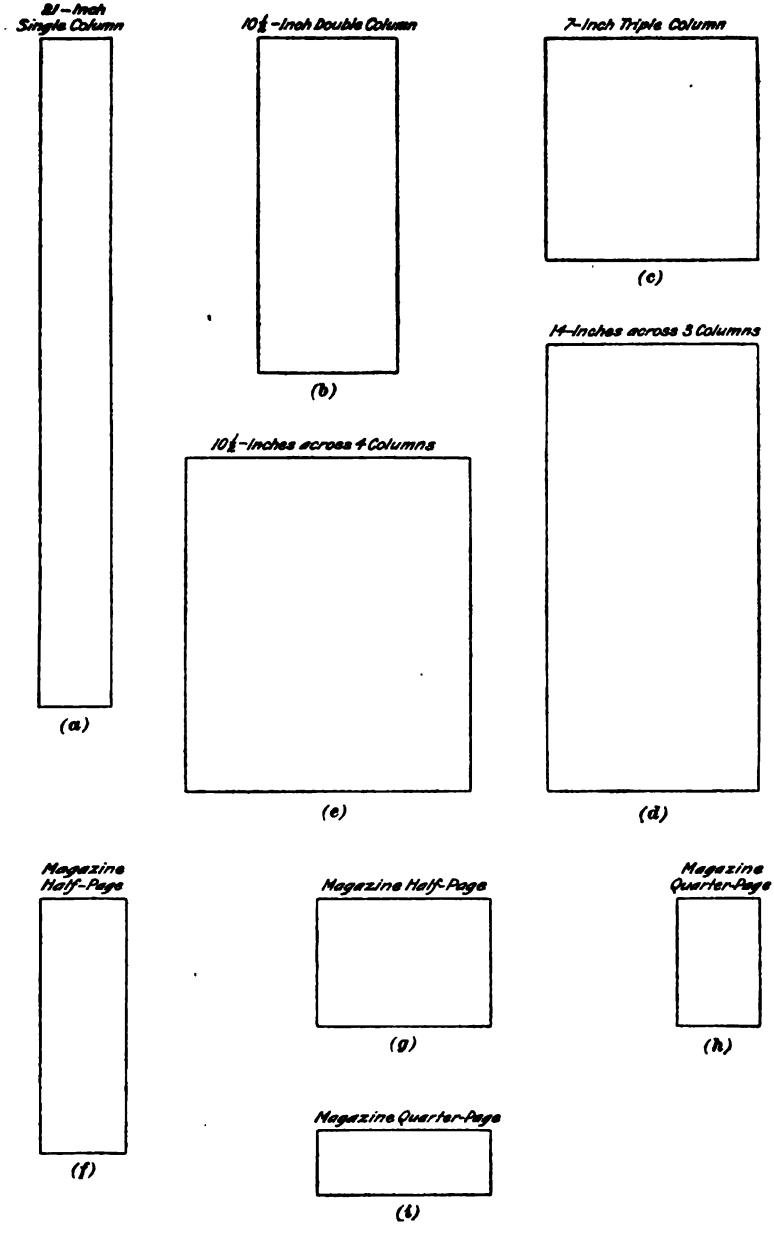


FIG. 64

 Showing relative proportions of different areas of space

Of course, the article to be advertised has a bearing on this question of the shape of the space, and in buying space, the advertiser should have regard for the subject of the advertisement. There is no doubt of the fact that a revolver illustration can be shown better in a space like that in Fig. 64 (*g*), and that the space in (*i*) lends itself somewhat better to a horizontally placed illustration of an air rifle or a tooth brush than does the space in (*f*). Sometimes, too, the length and size of the display lines that the advertiser wishes to use should be taken into consideration; and occasionally a certain desired column arrangement requires that the space have a particular form. But when the illustration is not of such character as to require the shape of the space to be especially adapted to it, and there are no other special considerations, the question then is, What proportion of space will afford the most effective display? In newspaper advertising, an advertisement is rarely on a page by itself; it is frequently surrounded by other advertisements, and the ad-writer should take advantage of everything that will help to make his advertisement more prominent.

65. Experiments seem to show that, with the exception of occasions when the particular subject requires space of a special shape, the space shown in Fig. 64 (*c*) affords better display than either (*a*) or (*b*); that the space in Fig. 64 (*b*) is to be preferred to that in (*a*); that in (*e*) to that in (*d*); and that in (*g*) to that in (*f*). The single-column newspaper advertisement seems to lose in effective proportions after going beyond 6 inches in depth; that is, better display effects are possible, as a rule, with a space 4 inches across 2 columns than with a space 8 inches deep and 1 column wide. On the other hand, under ordinary conditions, a 4-inch space 1 column wide seems to have a little advantage over a space 2 inches deep across 2 columns.

Advertisements 2 columns wide appear to have the most effective proportions when they are from 6 to 7 inches deep. Greater depth does not seem to secure proportionately greater value. If more space is necessary to accommodate

the text or an illustration, it is better to increase the width than the depth.

Advertisements 3 columns wide appear correctly balanced when they are 9 to 10 inches deep.

A 4-column advertisement needs a depth of 12 inches.

A 5-column width requires a 15-inch depth.

All these conclusions are reached on the assumption that special position will not be bought for the advertisement. If an advertisement occupies a position in the corner of a newspaper, away from all other advertisements and is surrounded on three sides by reading, a space 2 inches deep across 2 columns will show off to better advantage than when surrounded by other advertisements. But as publishers of large newspapers usually refuse to sell spaces of small depth across 2 or 3 columns, the ad-writer will do well to follow, approximately at least, the proportions given in the preceding paragraphs as the most effective ones.

Sometimes, however, the very fact that an advertisement is of unusual shape will make it stand out on a page. Full columns in magazines like the Ladies' Home Journal are purchased with the space in this shape largely because these publishers usually put full columns next to reading matter.

NOTE.—These ideas with reference to space proportions appeared first, so far as is known, in an article published by *Printers' Ink*. The ideas appear here in modified form.

ADVERTISEMENT DISPLAY

(PART 2)

MINOR DISPLAY ELEMENTS

1. Among the small display elements of advertisements may be included panels, coupons, underscore rules, capitals, Italics, initials, paragraph marks, and other miscellaneous elements.

PANELS

2. Panel borders have already been treated among general display elements. Under this heading, therefore, will be considered panels that are used as minor display elements, singly and in groups, in the body of the advertisement.

When many articles are to be described in one advertisement, those which are related to one another are usually collected in one part, or section, of the advertisement, and separated from other groups of articles by a rule border. Such a division of an advertisement is called a **panel.** The copy within the panel is practically an advertisement in itself, except that the firm signature is omitted.

The ordinary panel is formed by surrounding the type matter with either a 1- or a 2-point rule, as shown in Fig. 1, the various panels sometimes being separated by a liberal margin of white space, as in Fig. 2. Panel headlines may be used to separate the various offerings, as in Fig. 3, thus producing a panel effect without the use of panel borders around the whole section, but the use of white space between panels improves the appearance.

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3. Uniformity of Panels.—As a rule, all the panels of an advertisement should be uniform in style of display. A notable exception to this rule, however, is an advertisement like that shown in Fig. 3. In this advertisement the chief characteristic is a lack of uniformity in panel construction



FIG. 1

An example of how the various sections of a large advertisement (shown here in reduced form) may be prepared by an I. C. S. student. The main displays are in Hearst

and display; but this is so consistently irregular that the lack of symmetry gives the advertisement strong individuality, enabling the reader to distinguish it at a glance among the more symmetrical announcements of other stores. This style of panel arrangement, however, is very difficult to handle well, and great care is required to avoid a mass of

Another Sacrifice of Damaged Stock

These are more goods that suffered during the Rawlings fire. So we give our customers the benefit of our misfortune. Naturally we are desirous of selling these goods for cash, owing to the big price concessions, but if desired, favorable deferred payment terms will be made if the amount of the purchase warrants it. No 'phone or mail orders can be accepted, however, and no exchanges will be made. As always you can rely on the goods being exactly as advertised. We realize fully that "your satisfaction is our success," and that no success can be built on misrepresentation. Don't delay! Come today! Sale lasts only

Wednesday, Thursday and Friday, January 16th, 17th and 18th.

Linoleums and Oil Cloths ⅓ to ½ Off

Our stock of Linoleums and Oil Cloths, being located in the basement, was slightly damaged by water, but neither fire nor smoke reached it. Not a yard is discolored, but some of it has shrunk a little.

When you stop to think that this stock was the most complete in Scranton, you will get some idea of the immensity of this bargain. But only from a visit to our basement can you fully realize what it means to get them at one-third to one-half off.

Inlaid Linoleums

The best floor covering made for halls, kitchens, bath, offices, etc. Made in a variety of simple conventional patterns. Formerly sold at $1.10 to $1.50 per square yard. Damaged Stock Sale prices,

65c, 85c and $1

Oil Cloths

The damage to this line is even smaller than in the case of the linoleums, but we cannot call them as perfect. Formerly 25c to 40c a square yard. Damaged Stock Sale prices,

15c, 19c and 28c

Plain and Printed Linoleums

All excellent quality Linoleums. Only second to the inlaid mentioned. Formerly sold at 60c to $1.00 a square yard. Damaged Stock Sale prices.

39c, 55c and 69c

Left-Over Lace Curtains and Portieres

There are still a few of the damaged stock of portieres and curtains left. These are of the higher grades and are decided bargains. Simply touched by smoke and in some cases by water. No imperfection is evident when the curtains or portieres are hung. And all going at one-half or less.

Lace Curtains

Nottingham—Two tone effect in ecru and ivory. Only 21-2 pairs; were $4.50 per pair. Now $2.25.

Cable Net—One pair only; were $4.50. Now $1.75.

Renaissance—Hidden weave. Brussels design. For two windows only; were $7.50 each. Now $3.75.

Renaissance—Elaborate Arabians with cable net center. Floral Renaissance. For two windows only; were $5.00. Now $2.75.

Wool Curtain Rods—White, slightly smoked. Each 5c.

Lamps Cut Again

In order to clear out our entire stock of slightly imperfect lamps and globes we have made still deeper cuts in prices all along the line. Decorated porcelain or metal bases. Odd globes of all kinds. You can match them up to suit yourself and get a beautiful lamp complete at less than

¼ and ½

Portieres

Two-tone effect in green tapestry. Were $5.00, now $2.50.

Red mercerized tapestry. Were $6.00, now $3.00.

Mercerized tapestry portieres. Geometrical body pattern with floral border and silk cord edge. Were $10.00, now $5.00.

High-grade raw silk portieres. Bulgarian weave in art nouveau design. Colors, old gold and brown. Only one pair. Were $21.50, now $10.75.

We Move to Lackawanna Avenue

YOUR SATISFACTION IS OUR SUCCESS

THE ECONOMY

226-227 Wyoming Avenue

Removal Sale Now Going On

FIG. 2

An example of a broken-panel effect at heading, a drawn-signature cut, and various methods of handling panels in an advertisement dealing with different classes of articles. The display is in John Hancock, with body matter in Old-Style Roman. The introductory matter is set 2 points larger than the descriptive matter. Reduced from 4 columns wide by 12½ inches deep



Store Closes at One

A few of us will have to stay at work—we're moving, you know; expanding into the enlarged building. But the thousands will be off for a lark.

Monday, *the* Furniture Sale

It's success was assured when we completed the purchases of the goods to be offered. We simply await public endorsement of the sale—await to see how quickly you avail yourself of what we know to be very great bargains.

Of Course, All of You Will Compare

Bathing Suits for Everybody

DAINTINESS and regard for one's health demand the wearing of their own bathing suit—and into a bathing suit you'll hurry at the first moment.

Americans taught the world how to bathe—and what fun we have at it! The rompers on the beach are worth the year's waiting for play-time to get back again.

For Women:

For Girls:

For Men:

For Boys:

$1 for Men's Straw Hats

Tailored Suits and Skirts

Separate Skirts—Short—

Photographic Demonstration

Silk Waists, $1.75

Girls' Dresses : Reduced

Boys' Clothing

New and Pretty Hats, $5

$2.95 for $5 Shirt Waist Suits

3100 Pairs of Women's Oxfords at 95c

Men's Summer Suits Reduced

The Sale of Men's Summer Shirts

Market Street **Gimbel Brothers** Ninth Street

FIG. 8

Nearly all Gimbel advertisements are laid out on the unbalanced-panel method of display, the chief advantage of which is the prominence given to the principal panel. Such an arrangement needs a border to hold it together. The subordination of the firm name is extreme. Note that panel effect is obtained without the use of rule around the entire section of the advertisement, and that additional strength is given to headings by enclosing them in panels. This advertisement is finely illustrated



FIG. 4

Example of the vertical method of handling panels. Each hour is a panel, or column, by itself, although the rules do not entirely surround it. Commendable features are: the illustrated headline and the row of clock dials emphasizing the time-limit feature. All subheadings are set flush to the left, with body matter set in regular paragraph style

1903 Our Annual Spring Exhibit and Sale This Week 1903

THE STORE
Its Ways and Byways

Our agreement with you

To apply—liberal methods.
To supply—courteous service.
To show—complete stocks.
To furnish—reliable merchandise.
To guarantee—the lowest prices.
Our chief study—your satisfaction.
We accept and abide by that contract.

The standard we are working to is high enough to lift this business from the ordinary. We aim to make it your ideal of what a store should be. Unery mechanic force and power we control is centered in bringing you the world's best at prices that prove a happy release from extravagance. To-morrow shall be ahead of yesterday's stepping place. Each day will prove a stepping stone to the onward march.

Your love and confidence are inspiring assets. It is high pleasure to plan and work, and accomplish for an appreciative public. To you then we dedicate our best endeavors, not merely to justify our right to your regard, but more important, to realize our ever aspirations and are worthy of them.

Improvements everywhere.

The building—stretching from Eleventh to Twelfth Market to Grand streets—has doubled some best spring of the whole block is now transformed into one grand temple of industry. The sales-force is increased three-fold. Nine consistently complete floorers, broad aisles, and clear mellow sunshine streaming in from all corners, contribute to the comforts and pleasures of shopping. The enhanced delivery system has taken a long step forward. Day and night the wash of betterment goes on.

Enjoy the store.

Spots of interest are at think as the types to this announcement. Step as long as you please. The Restaurant, spacious with newness, answers the highest expectation. How many orders do you suppose we serve in a day? Eight—and no end to the press. For a moment of quiet turn to the Reading Room on the mezzanine floor; everything that makes for your comfort has been thought of—current magazines, daily papers, stationery and ink at your elbow.

Class distinction plays no part in this store's policy. Its growth is in the healthy act of exact justice to all. Nothing else could have made it what it is. Nothing else can keep it what it is. We have no favorites, and use our facilities for everybody's benefit. We are as mindful of the interests of the customer who spends little as of the one who spends much. One kind is as welcome as the other. Therefore the store stands strong in your esteem, and because of it—successful.

A picture of Spring.

Strolls prints forwards are to be found in the freshest glades. aPell of the vigor of Youth and the energetic spirit of Ambition are more than ever alert to stress your expectations. Take the trolley to the store—all roads lead direct or by exchange—and view our readiness for the season now near. Not a step in completeness. The display is as interesting as it is full of ideas and suggestions. Great care has been taken to get a high-tide of assortment, keeping it in the channel of second qualities and at just prices at the lowest possible ebb. No fewers, no lessness of lootings, no side shows of any kind. The plain—all prices are what we mean to charm you with.

Prices shall always be lowest here.

Our guarantee of that travels with all transactions. We respect the return of anything that can be bought for less elsewhere. Whenever—no matter how or under any plea—reductions are made by others we more than meet them. Not a restriction. Last Sunday we advertised Danish cloth at 12½c, but this week Monday morning found it on the tables marked 10c. A store to you is no better than the poorest bargain it gives.

There is considerable room for criticism in certain advertising. Much of it must be taken with a grain of salt. To create interest is the object of our ads. Values stated in our items are verified. We invite comparison, confirm, challenge. Any item of our history was the order of the editor not sanctioned by others ads. Read our items—compare and then estimate the worth.

In these our talents and ambitions in stocking with a store that grants your interests at every point? That looks for business only with a view to right service? That never invites you to disappointment? Where the chances to the claims of our consideration is the very least point?

Explore the store and its stocks. The new basement for Spring are of most extensive, varied, interesting. The latest thoughts in

Millinery Cloths Dress Goods
Women's Suits and Coats Findings Linens
Trimmings Mens' and Boys' and Carpets

can be discussed at choice. We hope you will not be deprived of the pleasure of a visit.

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Afternoon Tea, 5c

Dress Trimmings

The New Spring Millinery Receives To-morrow



The best of Paris is here. And yet beside the charming conceits of our own ideas people it is a question if we don't beat the French at their own game. Enjoy the show if only for the fashion hints it holds. All the winsome dips and tilts and flares with their confusion of foliage, flowers, feathers; medleys, chiffons, ribbons, span-glets, mock-jewels and what not—beautiful, gorgeous, full of suggestions—are waiting you. Compliment us if you will by copying, or spare yourself the trouble and expense by buying, for the copy would cost as much, and the chances are it wouldn't be as stylishly made. Let us look at a few of the foreign invaders

From Mme. Tore a magnificent study in Fashion, the color that sounds the keynote of spring. Its big hair bows, describing quite a new little bowed curve, the color, the consistent wreath of tiny meadows being imbedded in the soft folds, the outer edge of the face framed by a full-blown rose, the whole crowning the head with a picture that will never keep the folks. But the climax—the beauty of the crown! Long after loop of fashion-colored velvet ribbon, caught by a handsome buckle, comes the whole garniture, from the outer edge of the brim, where the clasp is set in the back

Madame Fourtz contributes a dainty creation of light blue, with the brim lined with an exquisite of turquoise, its large pompon form medium

Mme. Georgette has strong coloring and daring combinations. An immense brim of the green plateau fashion and the deep rose gauzelike lining. The great depth of the underbrim is accentuated by the underbrim crown of leaf green shadow, in the softest of tulle. Soft pink buds bordered lightly together rest with an air of confidence on the left side, where they touch the brim. Two pink roses, in touch tones on the underbrim, stand out in strong relief against the green. A large bow of green velvet ribbon and velvet with the shadow coloring flows down the crown, leaving the ends to fall in edge of the plateau

Heitz-Boyer with a Parisian study in black-and-white: a very smart turban shape of black velvet, with a partial brim of white tulle, the crown of which is over-the-face effect. The soft white crown is put together to form two tucks, about one inch apart, the middle one effect is drawn to the front, and to the left of the back cluster under, to the front and on each side of brim. The underbrim of black appears to the back to form a point, the brim forming the back of the effective pattern employed, the crown draws the beauty corresponding with brim. The originality of the scheme is in the option of underbrim backing of black velvet that spread themselves over the crown and brim on the left side, they are a set of graceful spirals of the flower, falling in due spread to the natural meeting glory.

Mlchniewicz Tuvee sends a small but—a most-most original in its conception. Some Tuscan braid of a round straw tube. The full curve of the brim shows, alternating leaf motifs of the same Tuscan and spangles. A spangled rosette with flower center forms the left side. A pretty back finish is given by the tail of straw and spangle falling of the left rear side.

Monsieur Virbt The queen of the assemblage of these French beauties is presented by Monsieur Virbt. Large black velvet crushed. Close-lying tulle in the underbrim. The wide flare shows the beautiful beauty of the grape in the softest meshes of the tulle of two-colored tone. The fullness of the structure is given a look of quality in the crown of gathered-effect tulle. Thread through the tulle is a beautiful white plume, curling softly around the back, where it mingles with the lace cords and loops of wide, soft satin. A long jeweled buckle holds the ribbon loops in place.

Silks—Annual Spring Exhibit and Sale—Dress Goods

The Arcade—central entrance—is given over to the showing; the newest and most desirable the world has to offer. With us new means only styles we never had before, but styles abundantly new this season—colors, conceptions, combinations. The selection is intensely interesting. And the hundreds on view no more than, fairly hint of the thousands that crowd those wide runways of shelves. Travellers by the acres—but such creations are to be seen, not written about. Wholesaling and retailing gives power—unequalled assortments, reduces cost. That power is in our hands. We use it for your advantage, and the low prices won't make the pleasure of a call any the less, you may be sure.

Fine White Shanghai, $12 Piece

Where white is to be the ruling color of the season now would it be possible to get anything prettier or more fairly dainty than this white Shanghai material, by the piece for a costume in the piece of 36 to 37 yards, long enough to do without lining.

Colored Shanghai, $10.75 Piece

Lyons dyed,—a pleasure to compare with. The permanence of this silk does not rest entirely with its coloring—the softness, and the possibilities of material lends itself to the tucking and shirring of the piece. 36 to 37 yards to the piece.

Fine Shantung Silk, $1.00 Yard

In the natural color—which is the very best one to bring out to advantage the particularized duty of manufacturing color that are sprinkled over the surface. For effective dresses and graceful waists this silk stands at the head.

Fancy Silks 59c to $1 Yard

Taffeta is pretty little checks of the season's colorings and in the shadow—quarter for costumes, their shades are the softer side of the Taffeta family; in shape contrast are the soft Louisines in beautiful colorings

Corded Wash Silks 33c to 65c

Plenty to get away from the commonplace wash silks overhanging the counters in all the pretty shades—dainty as can be—and in many of these exclusive patterns—black & white, and figures and stripings of black on white.

Gun Metal Fancy Taffetas $1 Yard

Cool, Metal effects—hardly expected to see the beauty of this highly popular shade carried into the silk—women's heart. But here it is in all its characteristic—cool black, again glistening with the sheen of gun metal and softened by white

There isn't a weak spot in the exposition. The getting together has been all right. Here or abroad, wherever the best was to be found, the long arms of this store reached instantly to grasp it. It is here, and whatever your thought may have been we have anticipated it. Here there are breadths quite undreamed of—conjurings of clever artists who clothed them last year's successes in new heights. Let your eyes tell you. The prices are the least in the market; they illustrate the possibilities of wholesaling and retailing—we have men traveling for and wide selling the materials who make this their special depot. For the choice reason, if for no other, we can save you money. See the Dress Goods

Black Grenadine, 75c to $3

Black, for the most part, with a touch of detail nothing and pretty elaborations with silk cords, in rich and effective designs, that make up for any interesting color—and there is no lack of interesting color in the lot.

Cream Dress Goods, 35c to $2

Everything at exhibitions of gowns. Fashion writes her own cream color or white is the fixed. Be it wool or pretty, and a woman missing from the ranks—Etamine, Voile, Mohair, Crepe de Chine, Taffeta, Crepe de Paris, Crepe Poplin, Crepe Voile, Etoffe, Etc.

Popular Mohairs, 35c to $1.50

Had you known it's a season? The wide-spread it would be fashionable everything worth-taking—have the newest textures and designs and can price it at prices that nobody's attempting. Values would not parallel. Come and it is on

New London Tailorings, $1.25

Have you noticed how much of this portion of your clothes affects in a man—and how well it makes up? Silk and wool—and the two are combined in this storm—especially of the making length, in the broken weave. Not a cotton effects.

All-Wool French Voile, 85c

This beautiful sheer, fine material, of the best wool, may—and be the set of the season. It is a fine material of material, for the tucking and shirring on fashionable of the stock, in soft and pretty, dainty tones, with the colors.

French Voile Noppe, $1.25

Another sheer, fine material, of the best wool. The little knots and "nop-things" over the surface might be taken to indicate its superiority over the Voile of ordinary weaves. It is a pretty novelty that has been brought to the front.

Unmade Robes—An Exhibit and Sale in the New Robe Salon

Carpenters and decorators are through. Away from the noise and hurry of the store outside the Court of Honor, with its extraordinary of charming creations. Feel at home. Not to see what it holds, is not to see the freshest conceptions that will grace the coming fashion circles. At least a large part of these particular novelties are not to be seen anywhere else. High prices play no pranks even with the most exclusive. We exhibit such goods for the interest of stimulating a closer acquaintance. Tasks their prices for quick and eager. Here are a few:

Mercerized Oxford Robes, $10 White, pink, blue, navy, green, very shadowy in trimmed with satin ribbon

Handsome Linen Robes, $12 The correct weight—white, blue, green, Prettily braided and fastened with lace medallions; circular cut flounce

Mercerized Oxford Robes, $12.50 Same with deep flounce trimmed with lace, three bracket in white

Linen Crash Robes, $10 The correct popular weave. Trimmed with white, with three graduated flounce Trimmed with heavy lace edging

$35 Point d'Esprit Robe, $19 Black or white, elaborately embroidered in

Beautiful Linen Robes, $25 An extra quality, elaborately trimmed with Cluny lace in a most effective manner; white, pink, green, blue, gray

Magnificent Voile Robes, $30 An excellent quality material trimmed with Cluny lace and medallions, the skirt full and handsomely embroidered, the skirt full flare. Black, cream, tan, gray

Robes, $40, $50, $75 Only a very few quality Shantung Silk, Mercerized, Taffeta Linen, Imported Novelties, Etc., in the most fashionable of colors. Some of these Combination

R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO.

Unusual Monday Attractions

Prices of Unequaled Interest. The Store in Quickest Spirit of the Hour.

A Column Filled With Things You Need, at Prices You'll Be Glad to Pay

Danish Cloth per yard. In all the new colorings at this particular time drawn.

Mercerd's Talcum Powder Is free, 10c; known the world to be well to using.

Dress Linings Most used, especially 12c. Best quality, 15c. Black and white. Fancies in a variety of colors, choice lining.

White Lawns In plain, especially 12c. Many qualities, 15c, 18c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 60c, 75c, 80c, 90c, $1. Choice of women's and children's dresses.

Shepherd Checks 36-inch, especially 25c. Many qualities, 30c, 35c, 40c, 45c, 50c, 60c, 75c, 80c, 90c, $1. Black and white. Fancies in various; for shirtwaists, suits and skirts.

Women's Shoes At 98c, especially $1.25. Made of the best Vici Kid, with Cuban heels, Goodyear welted soles and medium toes. Button or lace. Also at $1.50, especially $1.98. Made of the best Vici Kid, with Cuban heels, Goodyear welted soles, detachable shanks.

Misses' Shoes At 98c, especially $1.25. Of the best Vici Kid, with heels. Very stylish and comfortable. Button or lace. Also at $1.50, especially $1.98. Of the best Vici Kid, with Cuban heels, Goodyear welted soles and medium toes. Button or lace.

Boys' Shoes At 98c, especially $1. Box Calf and Vici Kid, with heels. Very stylish and comfortable. Button or lace. Also at $1.50, especially $1.98. Of the best Vici Kid, with Cuban heels, Goodyear welted soles and medium toes. Button or lace.

Taffeta Silk 36-inch, especially 59c yard. Choice of the season's colorings, in stripes and checks. Taffeta Silk, unexcelled quality, good black

Corset Covers 50c, especially 39c. Of fine quality cambric, with deep lace trimmed yoke, ribbon beading and lace edging. Also at 75c, especially 59c. Of fine nainsook, with deep lace trimmed yoke, ribbon beading and lace edging.

Infants' Caps 50c, especially 39c. Of fine nainsook, with deep lace trimmed yoke, ribbon beading and lace edging. Also at 75c, especially 59c. Of fine nainsook, with deep lace trimmed yoke, ribbon beading and lace edging.

Huckaback Towels 12½c, especially 9c. Extra large size, good quality for every household purpose. Also at 15c, especially 12½c. Extra large size, good quality for every household purpose. Also at 25c, especially 19c. Extra large size, good quality for every household purpose.

Table Damask 39c, especially 25c. Full 58-inch width, in a good variety of patterns. Also at 50c, especially 39c. Full 58-inch width, in a good variety of patterns. Also at 75c, especially 59c. Full 58-inch width, in a good variety of patterns.

Bed Plus 12½c, especially 9c. Full 36-inch width, in all the newest designs. Also at 15c, especially 12½c. Full 36-inch width, in all the newest designs. Also at 25c, especially 19c. Full 36-inch width, in all the newest designs.

Women's Belts 25c, especially 19c. Made of fine quality leather, with silk stitching and buckle fastening. Also at 50c, especially 39c. Made of fine quality leather, with silk stitching and buckle fastening.

Floor Mops 39c, especially 25c. Heavy 4-ply, fine quality cotton. Also at 50c, especially 39c. Heavy 4-ply, fine quality cotton.

Carpet Sweepers 75c, especially 59c. Light running, easy to operate. Also at $1, especially 75c. Light running, easy to operate.

Women's Umbrellas 75c, especially 59c. Made of fine quality silk, with a neat assortment of handles. Also at $1, especially 75c. Made of fine quality silk, with a neat assortment of handles.

Collar and Cuff Sets 25c, especially 19c. Made of fine quality linen, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality linen, with a neat assortment of handles.

Taffeta Ribbon 12½c, especially 9c. Satin finish, in all the new colorings. Also at 15c, especially 12½c. Satin finish, in all the new colorings.

Hot Water Bottles 39c, especially 25c. Full size, with a good quality rubber. Also at 50c, especially 39c. Full size, with a good quality rubber.

Be Long Hooks and Eyes 5c card, especially 3c card. The genuine "Be Long" brand.

Women's Handkerchiefs 5c, especially 3c. Made of fine quality linen, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality linen, with a neat assortment of handles.

Women's Handkerchiefs 10c, especially 5c. Made of fine quality linen, with a neat assortment of handles. Also at 15c, especially 10c. Made of fine quality linen, with a neat assortment of handles.

Silk Covering 10c yard, especially 5c yard. Made of fine quality silk, with a neat assortment of handles. Also at 15c, especially 10c. Made of fine quality silk, with a neat assortment of handles.

Counterpanes 75c, especially 59c. White Crochet effects, in a variety of patterns. Also at $1, especially 75c. White Crochet effects, in a variety of patterns.

Scotch Flannel 12½c, especially 9c. Made of fine quality flannel, with a neat assortment of handles. Also at 15c, especially 12½c. Made of fine quality flannel, with a neat assortment of handles.

Shelling Muslin 5c yard, especially 3c. Made of fine quality muslin, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality muslin, with a neat assortment of handles.

Muslin Sheets 39c, especially 25c. Made of fine quality muslin, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality muslin, with a neat assortment of handles.

Tea Sets 98c, especially $1.25. English Porcelain, in a variety of patterns. Also at $1.50, especially $1.98. English Porcelain, in a variety of patterns.

Women's Gloves 25c, especially 19c. Made of fine quality leather, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality leather, with a neat assortment of handles.

Kid Gloves 75c, especially 59c. Made of fine quality kid, with a neat assortment of handles. Also at $1, especially 75c. Made of fine quality kid, with a neat assortment of handles.

Women's Stockings 12½c, especially 9c. Made of fine quality cotton, with a neat assortment of handles. Also at 15c, especially 12½c. Made of fine quality cotton, with a neat assortment of handles.

Battenburg Braid 5c, especially 3c. Made of fine quality cotton, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality cotton, with a neat assortment of handles.

Battenburg Rings 5c, especially 3c. Made of fine quality cotton, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality cotton, with a neat assortment of handles.

Letter Files 39c, especially 25c. Made of fine quality leather, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality leather, with a neat assortment of handles.

Fancy Pulls 25c, especially 19c. Made of fine quality leather, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality leather, with a neat assortment of handles.

Popular Books 5c, especially 3c. Made of fine quality paper, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality paper, with a neat assortment of handles.

Curtain Poles 39c, especially 25c. Made of fine quality wood, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality wood, with a neat assortment of handles.

Men's Socks 12½c, especially 9c. Made of fine quality cotton, with a neat assortment of handles. Also at 15c, especially 12½c. Made of fine quality cotton, with a neat assortment of handles.

Women's Stockings 25c, especially 19c. Made of fine quality cotton, with a neat assortment of handles. Also at 50c, especially 39c. Made of fine quality cotton, with a neat assortment of handles.

Writing Paper 5c, especially 3c. Made of fine quality paper, with a neat assortment of handles. Also at 10c, especially 5c. Made of fine quality paper, with a neat assortment of handles.

FIG. 5

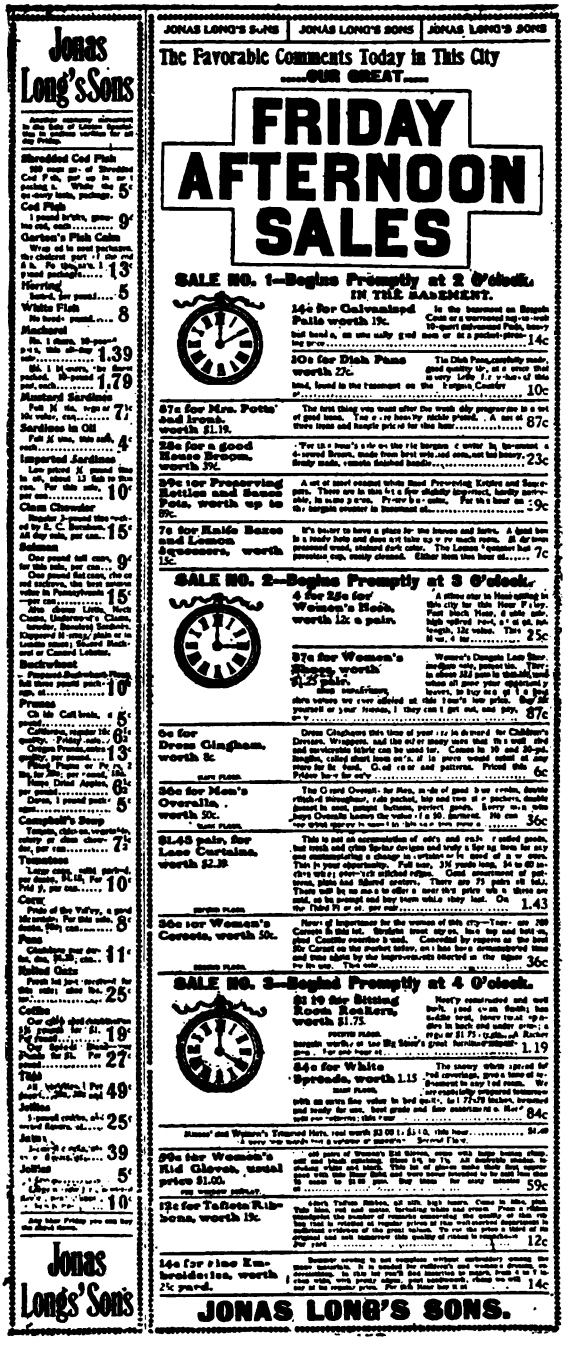
Full-page announcement of a millinery opening. Note Monday bargains in right-hand column, and editorial style of matter in left-hand column. The illustration is suggestive of the subject and will attract attention. Note the various methods of handling subheads and run-in side heads, and the panel effects obtained by use of white space between descriptions of articles

discordant panels that would tend to destroy the strength of the advertisement. Not more than two styles of display should be used in the panels of an advertisement.

4. Methods of Grouping Panels.—The grouping of panels in nearly all advertisements may be classified as follows: **Vertical,** in which the panels are arranged in several vertical columns, as shown in Fig. 4; **horizontal,** in which they are enclosed in several general horizontal panels, as in Figs. 5 and 6; **balanced,** in which they are grouped symmetrically with regard to two halves of the advertisement, as in Fig. 7, or around one or more central panels of special importance, as in Fig. 8; and **unbalanced,** in which they are arranged without regard to either symmetry or balance, the space being simply filled in with panels of varying sizes and styles, as in Figs. 3 and 9.

The choice of a panel arrangement should be influenced by the general scheme of display and the character of the copy. If a large number of departments or items have to be represented in one advertisement, it must necessarily be set in a catalog or a price-list style. The vertical arrangement, Fig. 4, is best adapted to such a purpose, although, when there is not too much copy, a balanced-panel effect is possible. If only a few departments are to be represented, or if all the items can be arranged in three or four general groups, as in an hourly sale advertisement, the horizontal arrangement, Fig. 6, may be used effectively.

5. Giving Prominence to Panels.—There are several ways in which a panel may be made especially prominent. For instance, two offers may be placed in the upper right- and left-hand positions near the main display. (See the panels on each side of the firm name at top of the advertisement shown in Fig. 7.) A strong border that is different from any other in the advertisement, as in Figs. 7 and 10, makes a panel stand out strongly. Either a heavy or a contrasting face of display type will make a panel more prominent than others. For example, when most of the panels are displayed with Post Condensed, a Post Old Style



JONAS LONG'S SONS | JONAS LONG'S SONS | JONAS LONG'S SONS

The Favorable Comments Today in This City
OUR GREAT

FRIDAY AFTERNOON SALES

SALE NO. 1—Begins Promptly at 2 O'clock. IN THE BASEMENT.

14c for Galvanized Pails worth 19c.

30c for Dish Pans worth 25c.

87c for Mrs. Potts' Sad Irons, worth $1.19.

25c for a good House Broom, worth 39c.

23c for Preserving Kettles and Saucepans, worth up to 89c.

9c for Knife Boxes and Lemon Squeezers, worth 15c.

7c

SALE NO. 2—Begins Promptly at 3 O'clock.

4 for 25c for Women's Hose, worth 12c a pair.

25c

87c for Women's Shoes, worth $1.25 pair.

87c

6c for Dress Gingham, worth 8c.

6c

36c for Men's Overalls, worth 50c.

36c

$1.43 pair, for Lace Curtains, worth $2.00

1.43

36c for Women's Corsets, worth 50c.

36c

SALE NO. 3—Begins Promptly at 4 O'clock.

$1.19 for Rocking Chairs, worth $1.75.

1.19

84c for White Spreads, worth 1.15

84c

59c for Women's Kid Gloves, usual price $1.00.

59c

12c for Taffeta Ribbons, worth 19c.

12c

14c for fine Embroideries, worth 25c yard.

14c

JONAS LONG'S SONS.

Jonas Long's Sons

Shredded Cod Fish 5c

Cod Fish 9c

Herring 5

White Fish 8

Mackerel 1.39 1.79

Mustard Sardines 7c

Sardines in Oil 4c

Imported Sardines 10c

Clam Chowder 15c

Salmon 9c 15c

Prunes 5c 6c

Currants 13c

Citron 6c

Mince Meat 5c

Campbell's Soup 7c

Tomatoes 10c

Corn 8c

Peas 11c

Mixed Nuts 25c

Coffee 19c 27c

Tea 49c

Jellies 25c

Jelly 39c

Jelly 5c

10c

Jonas Long's Sons

FIG. 6

A well-displayed advertisement combining the vertical and horizontal methods of display, and the price list and descriptive styles of copy. The numbering of the sales, 1, 2, and 3, in combination with the clocks, is a good idea

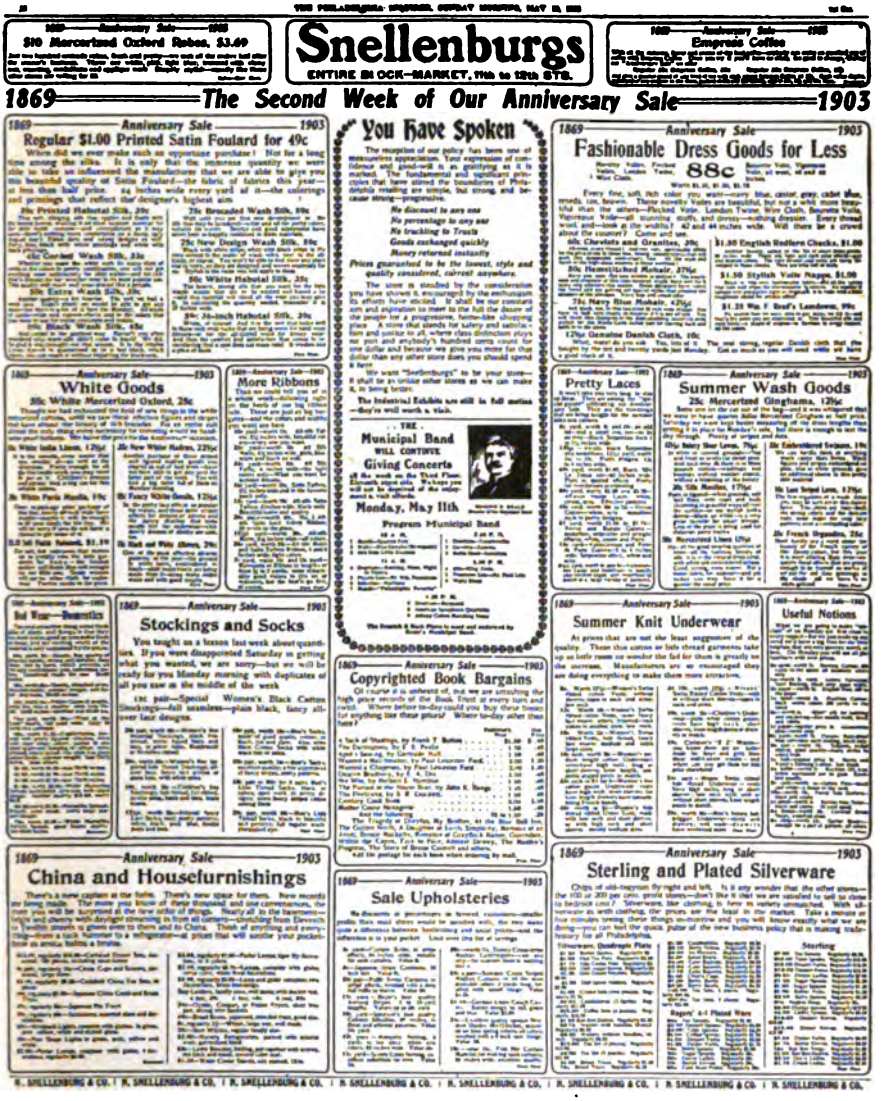


FIG. 7

A very neat, balanced-panel arrangement. Note the prominence given to the upper middle panel, by its position and fancy border, also the special prominence obtained by placing the small panels on each side of the store name at the top

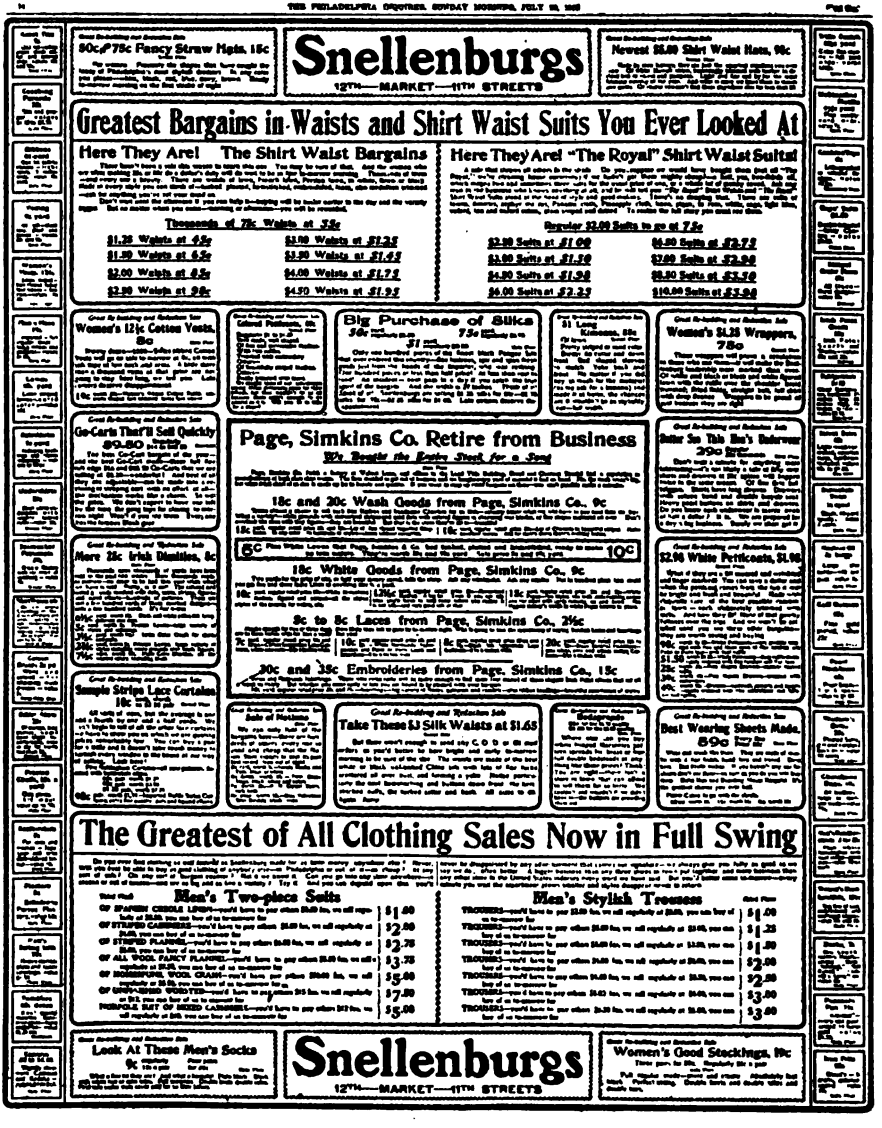


FIG. 8

Note the special prominence given the reduced prices in the large top panel by a generous use of white space

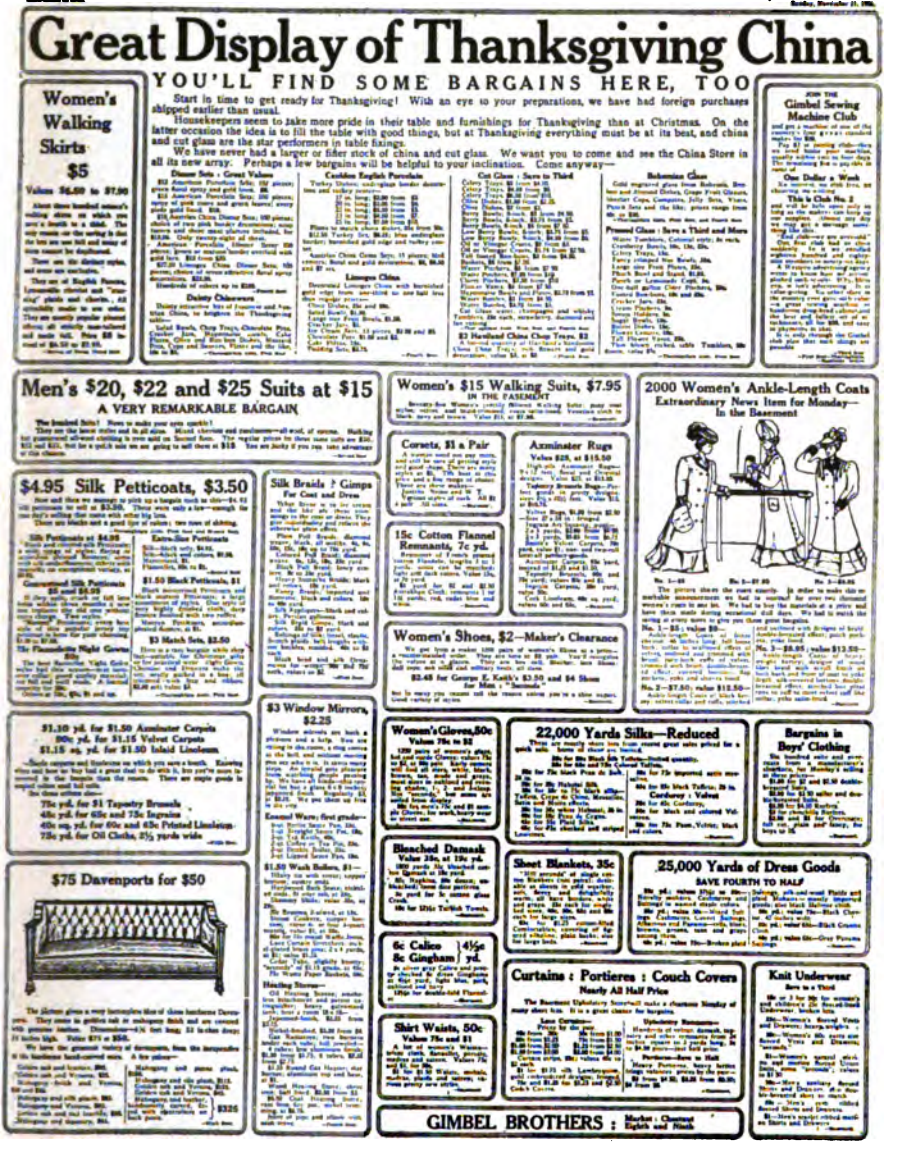


FIG. 9

An unbalanced-panel display. The signature could with advantage have been a little more prominent. Note how the illustrations attract attention to the panels in which they are used.

11 The various ways of setting headings and subheadings will bear close study

Gimbel Brothers—Market | Chestnut | Eighth and Ninth | Gimbel Brothers—Market | Chestnut | Eighth and Ninth | Gimbel Brothers—Market | Chestnut | Eighth and Ninth

STORE CLOSES AT 5.30 Thursday, June 15, 1905

Trimmed Hats at $2.75 : Values $5 and $6



HERE'S somewhat of a paradox. Hats for warm-weather wear at, approximately, half price, on the average, because of the prolonged cool weather! And it's easy to see why. By all usual experience, everybody ought to have been wearing the new summery millinery a fortnight or a month ago. But as they haven't bought, the makers of ribbons, straw hats, flowers and all things pertaining to millinery have had stocks pile up on their hands in the most alarming way.

Now we have "taken the bull by the horns" and determined to help out friends, the manufacturers, by easing them of some of their heavy surpluses, and at the same time help you to unprecedented bargains (right at wearing time)—and ourselves to accelerated business. We bought all the materials cheap—that's how the manufacturers helped. And—

Our Own Experts Trimmed the Hats

—the same force of milliners and trimmers who fashion our finest hats. They don't know how to do poor work—they have become so imbued with Paris chic from study of the imported models and from originating Gimbel styles, that their work is bound to show it. Hence, the hats rated at $5 and $6 should, for style and effect, really be in a higher class. And to get these hats at $2.75 is good fortune to make you catch your breath!

2400 Untrimmed Straw Hats at 55c : Values $1 to $2

Up-to-date shapes in untrimmed straw hats. Each one, white this season—also fine imported hemp braids and a few colors. Shadowing effects, ombres, dress hats, and their companions; a few concavities, but hats—all are popular and becoming styles. Born or Silk rush, values $1 and $2.

These hats—trimmed and untrimmed—and the flowers are all on Grand Aisle, First floor.

Beautiful French Flowers at 15c

Values 20c to 40c : All Fresh

Four hues, crushed strawberry, wisteria, bluets, black velvet poppies, grapes and foliage—all are imported buds that will open regularly at 10c, 15c and 25c. Choice at 15c.

Sheets : Spreads : Save to a Third

IN THE BASEMENT

Trunks at Good Savings

These are all dependable, well-made trunks, all of some well-known makers from regular patterns and grades—some of two or more lines of the one pattern—usually prices are graded according to size.

Helped a manufacturer to clear—he had too many, brands and number has caused folks to put off traveling for a while.

Canvas-covered Dress Trunks, iron-bound, brass-studded bottoms; strap and extra deep tray. Excellent locks, two leather straps.

Style	Price	Value	Price
30-in.	$6.75	$7.00	$7.25
32-in.			
34-in.			

Bentwood-bound Dress Trunks; malleable brass-finished hardware; hat or coat, fabric lined, two trays, rolled brass locks.

Size	Price	Value	Price
30-in.	$8.75	$8.25	$8.25
32-in.			
34-in.			

Fiber-board Dress Trunks, brass-finished hardware, canvas-covered, sheet steel bottom, two leather straps.

Size	Price	Value	Price
30-in.	$4.98	$4.50	$4.75
32-in.			
34-in.			

Box Trunks, tufty Fiber, in 28-in. and 30-in. sizes at $2.48.

Long-wearing and well-finished Canvas-covered Trunks, in a variety of sizes and styles; some with deep trays, others with shallow trays and hat boxes.

30-in. for $3.75; Regular Price, $4.50.
32-in. for $4.25; Regular Price, $5.00.
34-in. for $4.75; Regular Price, $5.50.

Extra Rolled Pompadours

In the leather-covered Dress Quebs, bronzed; two pompadours, otherwise closed; long, oval 6-in. box, with brass-bound leather corners; sizes 9 inches to 12 inches.

Silk Tea Gowns, $4.75

Value $10.50 and $12.50

Fashionable silk Tea Gowns, in many styles and colorings; some with lace yokes, others with lace trimmings. Values $10.50 and $12.50, at $4.75.

Box 30c. white Embroidery, full-width, border finished.

8c Calicoes at 5½c

Men's $10 Serge Suits at $6.50

Men's Suits of heavy unfinished worsted; in dark gray and blue; $10 value, at $6.50.

Youths' Coats, 78c; from 38 to 37.50 Suits

Youths' and small men's suits of a large variety of patterns; $5 value, at $2.98.

Women's Vests, 10c
Values 12½c and 15c

Women's white Swiss ribbed Vests, in low neck, sleeveless and regular shapes; 12½c and 15c values, at 10c.

50c Bandeaux at 10c

Children's fine Swiss embroidery Bandeaux, in 27-in. and 36-in. lengths; 50c value, at 10c.

Children's fine Swiss embroidery Bandeaux, in 27-in. and 36-in. lengths; 50c value, at 10c.

15c to 50c Chiffon Plisses at 10c to 25c

French and American chiffon Plisses; made from all desirable colors for dresses, shirtwaists, veils and trimmings. Values 15c to 50c, at 10c to 25c.

75c Sacques at 38c

Silk Ten Pin, white Swiss dimity and Nainsook; pearl-dotted Swiss ruffles.

Silk Ten Pin, Corset Covers of Nainsook, finishing and lace edge.

Silk Ten Pin, Drawers of cambric, hemstitched and edging.

Dining Room Chairs $1.98; values to $4.50

Solid oak, golden and fumed finish; Queen Anne, Flemish and Colonial styles; 18-in. seats; $3 value, at $1.98.

Solid oak, golden and fumed finish; Queen Anne, Flemish and Colonial styles; 18-in. seats; $3 value, at $1.98.

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Solid oak, golden and fumed finish; Queen Anne, Flemish and Colonial styles; 18-in. seats; $3 value, at $1.98.

Leather-seat Chairs, $4.50 value, at $2.98.

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Leather-seat Chairs, $4.50 value, at $2.98.

15c White Goods, 8c

Lawns, nainsook, dimity, Persian lawn, etc., in white and fancy colors.

Shirtwaist Suits
Value $1.50, at $1

Shirtwaist Suits, in percales, ginghams, chambrays, linens and madras; sizes for women and misses; $1.50 value, at $1.

75c Wrappers at 35c

Percale trimmed; some with yoke backs; sizes 32 to 44; $1 value, at 75c.

$1.25 Gloves at 75c

Silk Gloves, two clasps; black, white, tan, gray, navy and brown; $1.25 value, at 75c.

8c Toilet Soap at 3c

A clearance of assorted cakes of fine Toilet Soaps; 8c cakes, at 3c.

4000 Pairs of Women's Oxfords, $1

Any at $1 a pair

Men's $5 to $6 Shirts, 36c

Men's fine percale Shirts, in neat patterns; sizes 14 to 17; $5 and $6 values, at 36c.

Boys' Suits, $2.50
Values $3.50 and $4.50

Double-breasted Suits, for boys of 3 to 10 years; in cassimeres, cheviots and tweeds; $3.50 and $4.50 values, at $2.50.

Misses' $4 Jumper Frocks at $1.95

Men's Straw Hats at Half

New White Waists at Half Price

There is one other store in this country that sells as many women's waists as Gimbels—the only one that is our near rival in this respect. No other store pales Pekin on Ossa as does Gimbels—taking one big lot after another, and turning on lot away because of its size, of styles and prices are right.

Hence, when we had the opportunity to merge the over-stocks of four makers, we took the 25,000 waists, because the styles, qualities, making and prices meant the best of bargains for you.

All are new and fresh and likable—

65c : values $1 to $1.50—Majority are $1.30 sorts. A hundred and fifty styles. (These in Basement also.)

$1 : values $2 to $2.25—About evenly divided. Sixty-five styles.

$1.50 values $2.50 to $3.50—Majority are $3.95 kinds. A hundred and twenty-five styles.

$1.85 : values $3.50 to $4.50—Twenty-five styles.

All the season's pretty effects are represented. Embroideries, laces, tucks, in some effective treatment—styles sure to charm!

We have taken space on The Thoroughfare Aisle, First floor, in addition to the big Waist Store on the Third floor. Plenty of salespeople to promptly and efficiently aid you in selecting.



Corset Bargains : Up-to-date Incomparable Sorts



Dress Goods

Bargains from the stock-taking of large New York jobbing house, that we picked up for a trifle. Also from our own stocks, that we have had picked for a clearance.

save a third or more on goods that are right in Style and Texture.



10-lb. Tub Country Butter for $2.98



Girls' $1.50 to $2 Tub Dresses, $1

Women's Walking Skirts : Bargains

Half-rolls of Mattings : Bargains

Gimbel Brothers : Market : Chestnut | Eighth and Ninth

FIG. 10

A full-page advertisement showing the use of ornamental border and large type to attract attention to a particular panel. The signature should have been larger

ABRAHAM AND STRAUS.

THE WEATHER TO-MORROW: FAIR AND WARMER. Store Opens 8.30 A.M. Closes 6 P.M. THE WEATHER TO-MORROW: FAIR AND WARMER

The greatest store and the greatest business in Brooklyn hence stands on the foundations of PUBLIC SATISFACTION with the best service, the best merchandise and the lowest prices.

We never have permitted and never will permit any effort to embarrass us at economically to dispose our supremacy in any branch of our business.

Remarkable Offers In Bric-a-Brac.

Appropriate for wedding gifts or for filling in the odd nook or vacant spot in the country cottage. Beautiful, rare and wonderfully priced Vases and other art pieces.

At 49c. to $1.25, that were 98c. to $2.50. Ivory Pottery Vases, in a rich ivory tint, with a hard decoration; various shapes.

At 75c., that were $1.98. Victoria Vases, shaded green and gold, with painted figures.

At 75c. to $3.49, that were $1.75 to $6.98. Brethby Ware, in antique shape, with jewel decorations; various styles.

At 19c. to $1.98, that were 69c. to $4.49. Radolstadt Vases, in a wide variety of styles, richly decorated with ivory tinting, blue, green, etc.

At 10c. to $1.75, that were 19c. to $3.75. Norse Pottery Ware; lot consists of Vases, Candlesticks, Ash Trays, Match Holders, etc.

Of course, these are but examples of the wealth of offers in the Bric-a-Brac, Cut Glass, China and Art Ware Stores.

Hydegrade Lining Fabrics.

Five qualities, largest assortment of shades in the entire city, including white and black.

Heatherbloom, 35c. a yard.
Sakana Satin, 29c. a yard.
Lucenta Satin, 36c. a yard.
Rustline, 39c. a yard.
Paisley Percaline, 20c. a yard.

Main floor, centre, Central Building.

Matinee Suits and Sacques.

Matinee Suits, Lawn Dressing Sacques, Crepe Kimono Sacques.

Dressy Matinee Suits, of flowered lawns, in pretty shades, also blue and white flowered effects; skirt is gored and trimmed with deep flounce. Dressing Sacques have a large round collar, short puffed sleeves, trimmed with lace and lace edged ruffle, shirred back, belt of satin, bottom of sacque trimmed with lace ruffle; value $3.98, at $1.98

Crepe Kimono Sacques, in dainty colorings, shirred yoke, with ruffle on front and sleeves of flowered silk to match, at $1.10

Lawn Dressing Sacques, in pretty colored figured effects, shirred back, full front, sleeves are a pretty new double ruffle effect, trimmed with contrasting colored edges, belt of material; value $1.50, at 98c

Fine lawn Sacques, kimono effect front, tucked and lace and silk double edge ornamental edge border, shirred back, belt at ends; colors of flowered lawns, shirred back, collar and cuffs finished with contrasting colored lawn, short sleeves with ruffle, value $2.00, at 79c

A variety of pretty models, including flowered lawns and fine lawn Camisettes; also white striped lawn with cotton flowers finished with dainty white and black lace edge, value 98c., at 49c

Lawn Camisettes, in pretty colorings, dotted effects, neatly flower finished with matching Valenciennes edge value 39c., at 25c

Shirred floor center, Main Building.

Many Beautiful Dresses Specially Priced



98c. to $1.50 Chantilly Edging, 29c. to 35c. Yd.

No woman can afford to leave for the country without several of these most becoming and comfortable of Summer costumes in her wardrobe trunks. Fashion favors them for warm weather wear. IT WILL BE A GREAT WHITE SEASON. The makers and importers knew it would be, and prepared for it, but they could not wait for the trade to open—and here is a wealth of beautiful apparel at your disposal, at a fraction of what it should sell for, a sacrifice to a backward season. Every Robe is perfect—we would be grateful to any purchaser who finds a single fault in any one and returns it.

At $5.00, Actual Value $12.50.

At $7.50, Actual Value $15. At $9.98, Actual Value $25.

Cream colored Robes, made of a beautiful, sheer quality of dotted batiste, 15 inch embroidery ruffle, headed with a dainty insertion, also 5 strips of insertion around skirt, plenty of plain material and insertion trimming for entire waist. All with extra dust ruffle.

At $9.94, $14.89, $16.89, and $19.98, Actual Value from $20.00 to $50.00.

Colored batiste Robes, a combination of Val. lace and embroidery, also open and inlaid work, many beautiful and effective designs, in pink, sky and helio, white and pink, white and blue, and white and tan.

Main floor, centre, Central Building.

Chronos Watches—Triumph of American Watchmaking

Years of experimenting under the supervision of the best American watch makers have produced a perfect watch, encased in the various metals, 25 per cent. less than the standard watches of like quality are sold to-day. For men, women and children. An accurate American timepiece at a reduced low price.

We have them in either hunting or open face cases, fitted with 11, 17 and 21 jewel movements.

Priced according to style of case.

Main floor, centre, Central Building.

10,000 Yds. Fine Printed Organdies, 11c. yd.

Not a store in all New York sells such pretty, effective Organdies for so small a price, 11c. a yard. White grounds, with dainty rose-tinted, flowered patterns.

Main floor, West Building.

The Great June Undermuslin Sale Is Unmatched For Quantity, Qualitv and Low Pricing.

Detail—every little stitch carefully executed; the garments all cut generously and well made in every particular; no matter whether you pay the smallest or the greatest price, the standard of goodness is always the same—THE BEST.

Gowns.

At 89c. Cambric Gowns, Empire, fine embroidery insertion in yoke; hemstitched ruffle, also V neck, low in surfaces of fine embroidery and four rippers of hemstitched tucks in yoke.

At 79c. Extra size Gowns of cambric; V neck, yoke of hemstitched tucking, lawn hemstitched ruffle on neck and sleeves.

Others, extra size, trimmed with fine embroidery ..... $1.35 and $1.69

At $1.00. Nainsook Chemise Gowns, round yoke of fine embroidery insertions; short puff sleeves, trimmed with insertion and edging of lace, others prettily trimmed with lace and ribbon beading; flowing sleeves, lace trimmed, others of muslin, embroidery trimmed.

At $1.48. Nainsook Gowns, even front, square neck; pointed yoke composed of fine embroidery insertions; lace edging at neck, also round neck, short sleeves, with insertion of fine embroidery, ribbon run embroidery beading, lace edging.

At $1.98. Nainsook Chemise Gowns.

Drawers.

At 89c. Cambric Drawers, with cluster tucks and full ruffle of shadow embroidery; others of muslin tucked and trimmed with cambric hemstitched ruffle. Sizes orders only.

At 79c. Cambric Drawers, tucked and trimmed with insertions and ruffle of shadow embroidery.

Others at ..... 89c. and $1.00

Walking Skirts.

At $1.48. Cambric Skirts, deep flounce, tucked flounce, trimmed with full tucked and lace trimmed ruffle.

Others at ..... $1.98, $2.48 and $2.69.

Corset Covers.

At 85c. A variety of pretty models in Corset Covers, trimmed with different laces and finished with ribbon beading; some V neck, trimmed with embroidery.

At 98c. Corset Covers, prettily trimmed with insertions of lace and rows of ribbon beading, lace edging; some with embroidered yoke, lace edging and ribbon beading.

At 59c. Low neck Corset Covers, trimmed back and front with insertions of embroidery ribbon beading and lace edging, others with fine embroidered medallions, outlined with lace, insertion and edging of lace, and ribbon beading; others prettily trimmed with insertions of fisheye lace and rows of ribbon beading.

Others at 69c., 79c., 89c., 98c. and $1.48.

Exquisite Paris Made Lingerie.

Gowns.

Paris made Gowns, of French percale, open front, square neck, cluster of hand rucking in front, flowing sleeves, hand embroidered band at neck, down front and on sleeves $98.00

Others at $8.25, $8.98, $9.98 upward to $24.98.

Bridal Sets.

Paris made Bridal Sets, consisting of chemise Gowns, with front elaborately hand embroidered in low heart design, yoke back, embroidered eyelets run with ribbon, scalloped edge, flowing sleeves, embroidered spray and scalloped edge, chemise to match. Drawers have a full ruffle embroidered to match .....

Others at $10.98, $11.65, $15.48 upward to .....

Chemises.

Paris made Nainsook Chemises, front is prettily hand tucked with floral spray each side, ribbon run, dainty lace edging .....

Others at $8.48 upward to .....

Corset Covers.

Paris made low neck Corset Covers, tucked back, full front, with hand embroidered scalloped edge, and eyelets run with ribbon .....

Others at $8.50, $9.98 upward to .....

Drawers.

Paris made Drawers, with full ruffle prettily hand embroidered in floral and floor de in designs, scalloped edge .....

Others at $8.98, $9.48, $9.98 upward to .....

Men's White Plaited Shirts, 50c.

They have white cambric bodies, with plaited bosoms, fine materials, in several different style plaits; plain and novelty effects; the styles are copied from the finest Shirts, and are excellent in every way.

Men's $1.00 Shirts at 69c.

Negligee Shirts, standard $1.00 make, good variety of designs in light and dark effects, some have detached cuffs, others attached; all are brand new Shirts this season; just arrived from the factory and will give entire satisfaction in every respect.

Boys' 75c. Shirts, 59c

Boys' negligee Shirts, with detached cuffs; they are made from fine percales, excellent assortment of designs, 59c.

Main floor, front, East Building.

New Comb for Men

A Clever Novelty.

THERE is a brand new Comb for more men and his brothers that has just been brought out and it is just the best thing of its kind that has ever been shown. By a patent slide, the teeth recede into a case of sterling silver in French gray or in rose finish. Move the slide one way and the teeth are hidden from view and protected from breakage, move the slide the other way and the teeth are brought to view and to use through a little grating that removes all dust and dirt. This is really a wonderful little thing and members of the fair sex will never shop for man and his brothers to have it all to themselves. It costs but 75c. At the Parisian Jewelry Store.

Main floor, front, Central Building.

Birds' Head Parasols

FEATHERED BIRDS heads or the heads of birds developed in white bird or Hazeldale are a feature of the latest Parasols brought from foreign lands. They are of soft white taffeta and are mounted upon assembly bone sticks. The full length of the handle is covered with white kid and bone balls tip the ribs. A huge double silk tassel is the finishing touch. Other good features is the hemstitched border to the silk. All in all, they are a beautiful Parasols yet shown, especially for midsummer use. They cost $4.98 each.

Babywear Offers

Coats—a full assortment, made box effect, three-quarter and full length, in plain mixed materials, dainty checks and stripes, some white serges in the lot; sizes 2 to 5 years; value $3.00 to $4.00, at $1.98. None C. O. D.

Long Coats, of China silk, handsomely trimmed with lace, ribbon and cord braids; value $7.00 to $10.00, at ..... $3.98 and $4.98

Long Coats, of fine French cashmere, handsomely trimmed with embroidery and lace; value $5.00, at $2.98

Dresses, of fine lawns, handsomely trimmed with lace and embroidery, full assortment, sizes 2 to 5 years; $5.00 value at $2.98; $7.00 value at $3.98, and $12.00 value at $7.98

Large Lingerie Hats, handsomely trimmed with lace, embroidery and ribbon; value $3.00 to $7.00, at $3.98; value $9.00, at $4.98 and $5.98

FIG. 11

A 5-column, department-store advertisement showing a panel made prominent by the use of a band of white space inside the panel border



FIG. 12

A very artistic advertisement. The firm name might have been at bottom, and a suitable Easter headline set in its place. Note harmony of outline cuts with open scheme of display, location sign in each panel, and strengthening of rug panel in comparison with the one opposite by using a rug cut

display will stand out from the rest. Large or doubled-leaded type in the body of the panel, as in Fig. 10, will make the panel more prominent than others set in smaller type. An extra-wide margin on the inside of a panel, as in Fig. 11, will give it special prominence. A good illustration will make a small panel more striking. Compare the two rug panels in Fig. 12, and note the prominence of the one containing the illustration over the all-type panel beside it.

6. When Panels Should Not be Used.—In a small advertisement, the use of too many panels will produce a patched and crowded effect. Panel arrangements should not be used if there is a large amount of copy to go into a comparatively small space. In such a case, white space can be used to better advantage to separate the items and to strengthen the display lines. If the various portions of the text are closely connected in meaning, it is often inadvisable to use panels, as paneling may break the continuity of ideas.

UNDERSCORE RULES

7. Underscore rules, as the name implies, are rules that are placed underneath words or lines, as shown in Fig. 13. These rules are usually employed to give emphasis, but in some cases, particularly in displays, they are used to strengthen the type. Suppose, for instance, that there is not enough space to use a large size of a certain font of type for a certain display line. Then, to make the display look stronger, the largest size possible could be used and the type underscored with, for example, a 3-point rule. This is an artifice that should be used only when no other means will give the desired strength of color, for while underscoring gives a greater contrast, it usually detracts somewhat from the legibility. Especially is this true where several consecutive lines of display are underscored.

In exceptional cases, a word or a phrase in the body of an advertisement may be underscored for emphasis. Where underscore rules are used too freely in body matter, a



Here's the Opportunity Are You the Man?

If an employer should say, "I want a man for an important position," would you be the right man?

Opportunities like that are coming constantly to men trained by the **International Correspondence Schools,** an institution that qualifies men to take advantage of every opening; to command high salaries; to succeed in the best positions.

Employers prefer I. C. S. students because of their training, and are daily applying to the Students' Aid Department of the I. C. S. for men to fill positions of responsibility.

Doesn't it shake you up when you see another fellow pushed ahead—because he is trained—and yourself plodding along in the same poor job at the same low wages?

During March, 403 students voluntarily reported an increase in salary and position as the direct result of I. C. S. training.

Why don't you get in line for a good position? It's the business of the I. C. S. to help you. No matter who you are, what you do, or how little you earn, the I. C. S. comes to you *right where you are,* at your present work, in your own home, and qualifies you for the good things others will grasp if you don't wake up.

The first step is to mark and mail the coupon. It costs nothing but a stamp and will bring you information and help that will eventually be worth thousands of dollars.

International Correspondence Schools
Box 1198, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position before which I have marked X

Bookkeeper	Mechan'l Draftsman
Stenographer	Telephone Eng'eer
Advertisement Writer	Elec. Lighting Supt.
Show Card Writer	Mechan. Engineer
Window Trimmer	Surveyor
Commercial Law	Stationary Engineer
Illustrator	Civil Engineer
Civil Service	Build'g Contractor
Chemist	Architect'l Draftsman
Textile Mill Supt.	Architect
Electrician	Structural Engineer
Elec. Engineer	Bridge Engineer
	Mining Engineer

Name_____

Street and No._____

City_____ State_____

FIG. 18

An advertisement showing underscore in the heading and in the body matter; also coupon with list, and lined border connected with cut. The main display is in Cheltenham Bold Italic

spotted effect is produced, and the eye glances from one underscored word to the next, missing the continuity of ideas so necessary to a proper understanding of the advertisement. The best plan with body type is to cut down the

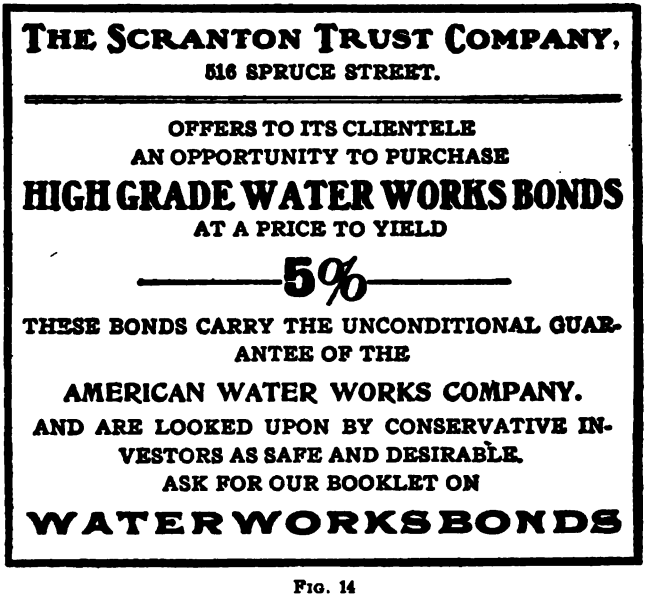


FIG. 14

An advertisement set entirely in capitals and very hard to read. The display is extremely weak, affording no contrast. Compare with reset advertisement shown in Fig. 15

amount of matter so that a larger size of type can be used to secure the necessary strength.

It should be remembered that type set solid cannot be underscored; it is necessary to have space between the lines for the insertion of the underscore rule.

CAPITALS, ITALICS, AND BOLD FACE

8. **Capitals** should be used sparingly in both display and body matter. Copy set entirely in capitals is harder to read than that set in capital and lower-case letters. Fig. 14 shows a display advertisement set in all capitals. A glance shows that the advertisement is very weak; it is hard to read,

lacks character—through absence of contrast—and is displeasing to the eye. Fig. 15 shows the same copy displayed in a conservative way in the same space, while Fig. 16 shows how the copy could be rewritten and displayed in a more popular style. Note that Fig. 16 occupies less space than the other two exhibits.

9. Body matter should never be set entirely in capitals. When it is desired to emphasize any particular word, capitals

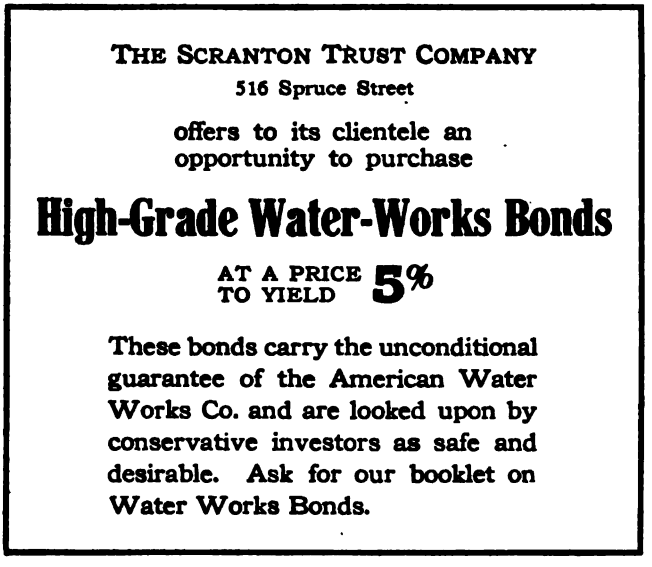


FIG. 15

A resetting of the advertisement shown in Fig. 14. Note the added strength secured by contrast, the use of lower-case letters instead of capitals, and the generous use of white space. The name of the article will now attract attention, as it is distinctly stronger than anything else in the advertisement

may be used with good effect because of their contrast with surrounding lower-case letters. Capitals are useful when it is desired to contrast portions of the same display line. They are also used to make a short display line occupy more space; to produce a blacker effect, in order to balance another display line; and to give strength, particularly in the case of a short display line. Capitals may sometimes be

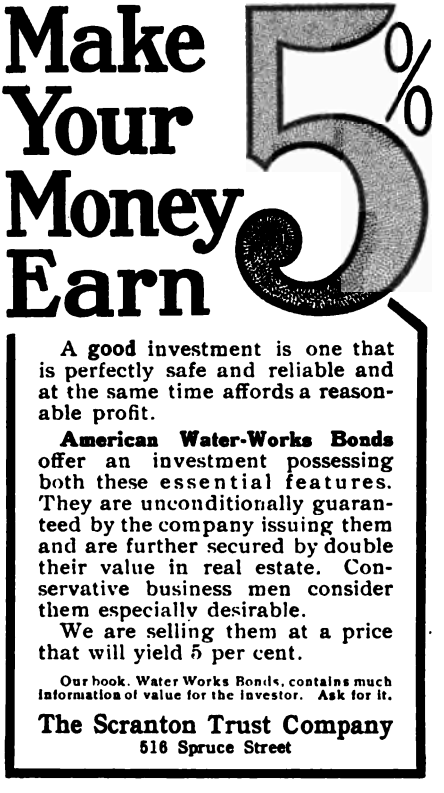


FIG. 16

An example of how the copy of the advertisement shown in Fig. 14 could be rewritten and displayed in a more popular style in less than the original space

used to advantage for a line in which maximum readableness is not an object, such as a well-known signature or the name of a product.

10. Italics.—Some Italic display letters are very readable, and may be used advantageously for either a 1-line or a 2-line head or subhead, as a contrast to other displays in the upright Roman face. An excess of Italic display lines will weaken an advertisement. Fig. 17 shows a half-page, trade-paper advertisement in which the main display is set in six lines of Post Italic. Compare this example with the advertisement as reset in Fig. 18, and see how much better the display is when some of the lines are set in Roman letters. The advertisement shown in Fig. 17 has another glaring weakness. There was no necessity of strongly displaying the top line, "Druggists," as the advertisement appeared in a publication devoted exclusively to druggists. The mass of large Italic type caused by this unnecessary display weakens the whole advertisement. Fig. 13 shows a judicious use of Italic display.

11. Italic letters are sometimes used to emphasize one or two words in a line, the remainder of which is set in Roman. Note the emphasis that the Italic gives to the word "you" in the following line:

What Are *You* Going to Do About It?

In body matter, Italic is used chiefly for emphasis, or for the name of a newspaper, book, foreign phrase, etc. An excessive use of Italic in body matter should be avoided. Well-written copy, except in rare instances, does not require Italic for emphasis. While one phrase in Italic is strong, an advertisement with a half-dozen single words or phrases in Italic scattered throughout would be weakened, as one would detract from the other.

12. Bold Face.—If particularly strong emphasis is necessary in body matter, especially in mail-order advertisements where space is very valuable, **bold-face type** of the same size as the body type may be used to emphasize a word



Druggists,

Write Today, We Want to Tell You How to Get One of Our

Electric Flashing

Chipped Silver

Plate Glass Signs.



The handsomest Drug Store Sign out. It gives a **Red Flash Every Six Seconds** which can be seen for blocks, it will pull the customers into your store. Our sign will give your store an up-to-date-ness that will be appreciated by every person in your town—**excepting your competitors.**

The Chipped Silver makes this sign the best for day light, while the flashes at night compel the attention of every person on your street.

You are not required to buy many goods, and what you do buy, can by the aid of the Sign and our advertising campaign, be sold out before the bill is due. **Let us show you.**

THE A. H. LEWIS MEDICINE CO., St. Louis, Mo.

FIG. 17

A very poorly displayed advertisement, with Post Italic used for main display lines. Post Italic is a good letter, but the use of it in six consecutive lines makes a display that is hard to read. The spacing out of two of the lines and the use of underscores make the display still harder to read. The space taken up by two cuts exactly alike could be used to better advantage in strengthening the display. See resetting in Fig. 18



DRUGGISTS: Write today. We Want To Tell You How To Get One of Our

Electric Flashing Chipped Silver Plate Glass Signs

The handsomest Drug Store Sign out. It gives a **Red Flash Every Six Seconds,** which can be seen for blocks. It will pull the customers into your store. Our sign will give your store an up-to-dateness that will be appreciated by every person in your town—except your competitors.

The Chipped Silver makes this the best sign for daylight, while the flashes at night compel the attention of every person on your street.

You are not required to buy many goods, and what you do buy, can by the aid of the sign and our advertising campaign, be sold out before the bill is due. Let us show you.

The A. H. Lewis Medicine Co., St. Louis, Mo.

FIG. 18

A resetting of the advertisement shown in Fig. 17. Note that one of the cuts has been omitted and that the display has been simplified. The salutatory sentence at the top has been reduced to its proper strength. The top line here is in Post Italic but the other display lines have been changed to Post and Blanchard Condensed, thus giving a pleasing contrast. The superfluous punctuation at the ends of display lines in Fig. 17 has been omitted. The advertisement is now very much stronger and far easier to read. Compare carefully with Fig. 17 and note changes. The copy is used here just as it was in the original advertisement, though it is not particularly good

or a sentence. Bold-face type should not be used in paragraph matter if the necessary strength can be obtained in any other way, as type of this character "spots" the body matter and thus destroys its neatness and easy-reading qualities. Fig. 13 shows an effective use of bold-face type for the words "International Correspondence Schools." If bold face is used more than once or twice in the same advertisement, its effect is destroyed through a number of features receiving the same amount of emphasis and none having any particular distinction.

INITIALS AND PARAGRAPH MARKS

13. Initials are survivals of the hand-illuminated books and manuscripts of the days before printing. They are very frequently used in book and job work, and are occasionally used in advertisements with good results, especially in high-grade magazines and trade papers. An advertisement that contains much body type, for instance, or one that is set without a heading, as in Fig. 19, is improved by using an initial for the first word of the opening sentence. Initials not only increase the attractiveness of an advertisement, but also draw the eye to the proper starting point.

The character of an initial should be in harmony with the body matter and should be neither too light nor too dark. A heavy, black initial should never be used with light-faced type, as it will create a discordant, unbalanced appearance. Sometimes a large capital letter of the same series of type used for the displays in the advertisement can be effectively used. The remainder of the word in which the initial appears should be set in capitals of the type used for the body matter. See how "hundreds" is set in Fig. 19.

14. Paragraph Marks.—In old books, instead of indenting paragraphs, a **paragraph mark** was used to show where a subdivision of the text began. This idea has been revived within the last few years, particularly in work that is intended to be an imitation of old-style printing.

HUNDREDS of our customers have requested us to supply them artistic name plates for their books.

¶There is a decided revival of the sensible old custom of our forefathers, which was to paste one's bookplate on the inside front cover of each book as a mark of ownership, before placing it on the library shelves.

¶Indeed, the world over, the bookplate has ever been the adjunct of a choice private library, and a mark of booklove and refined taste.

¶We are now prepared to supply choice individual bookplates to our customers. Let us send sample prints.

THE MORRIS BOOK STORE
10 Penn Avenue

FIG. 19

An example of an advertisement without a heading. Also an example of the appropriate use of an initial and paragraph marks. Note the liberal band of white space all around the type. The type is 14-point Cheltenham. This advertisement has an antique appearance, which is in keeping with the article it advertises

These marks serve to indicate paragraphs, which may or may not be indented, and also tend to relieve the monotony of a solid mass of body type. They can be used appropri-

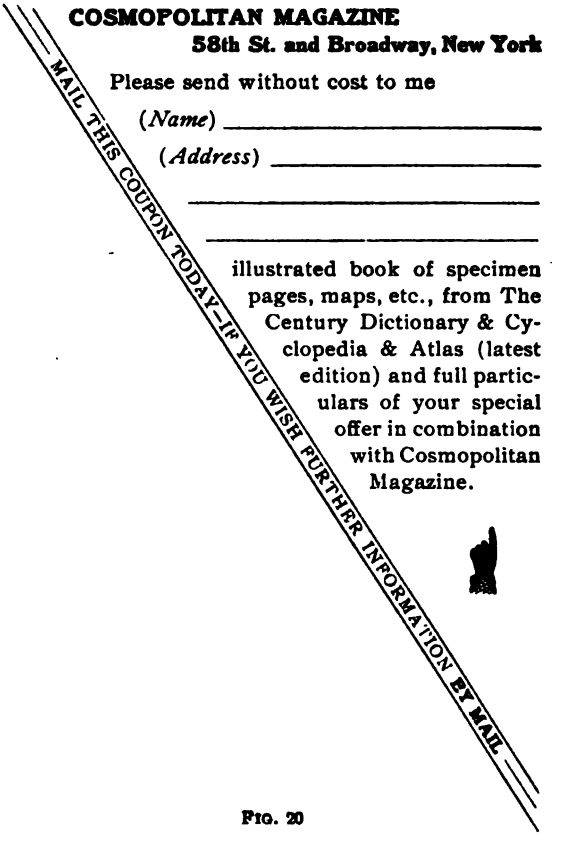


FIG. 20

ately in advertisements of colonial styles of goods, of dealers in old books, etc., or in any advertisement where this revival of the antique would harmonize with the tone of the advertising. See Fig. 19. When these paragraph marks are to be used, they should be placed on the layout. If they are only in the copy, the compositor may regard them merely as requests for new paragraphs.

COUPONS

15. **Coupons** are frequently used in mail-order advertisements, and sometimes in general and retail advertisements. They usually contain the name of the advertiser, a request for a catalog or information, and blank lines for the name and address of the reader. Coupons are set in different shapes and occupy many positions, but they are more often

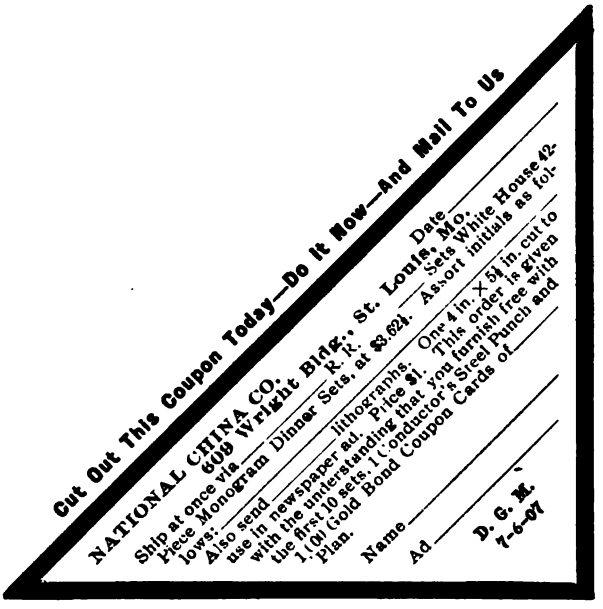


FIG. 21

placed across the bottom or in a bottom corner of the advertisement. It is a common method to cut off a corner by using a triangular coupon similar to those shown in Figs. 20 and 21. The square or rectangular coupon (see Fig. 22) can extend across the entire width of the advertisement at the bottom or occupy merely a corner.

Sometimes lists of subjects are contained in a coupon. These subjects are usually arranged in columns, with space

for the reader to check off the subject in which he is interested, as shown in Fig. 13.

16. Coupons are seldom used in newspapers, the cheap paper making it difficult to write legibly. They are extensively used in magazines and mail-order papers, however. As space in such mediums is very valuable, the body of coupons is usually set in 5- or 6-point solid. Plenty of space should

MAIL THIS COUPON

PUBLIC OPINION, New York:

I accept your offer of the Irving's Works and Public Opinion for one year. I enclose 50 cents (in stamps, coin, or money-order) as first payment. If the books and magazine are satisfactory, I agree to pay $1 a month for five months. If not satisfactory, I shall return the books in ten days.

*Name*_____

*Street*_____

*City and State*_____

(If you desire to pay cash, send $5 with order as full payment.)

FIG. 22

be left to fill in the name and address on the coupon, as this information is what the advertiser particularly desires. To fulfil its mission properly, the coupon should be placed in a position where it can be easily torn out. A dotted line between the main part of the advertisement and the coupon suggests tearing, and thus creates a desire to tear out the coupon.

It is not safe to use in a magazine page a coupon larger than those shown in Figs. 20 and 21, as the postal officers are inclined to withdraw the second-class mailing privilege from publications that insert advertisements incorporating coupons that look like order blanks. In fact, Fig. 21 is rather large for a standard magazine page.

ADAPTATION OF DISPLAY PRINCIPLES

DISPLAYING SIMPLE AND COMPLICATED ADVERTISEMENTS

17. Displaying a Large, Simple Advertisement. A knowledge of the principles set forth in *Advertisement Display*, Part 1, is all that is required for the displaying of simple advertisements, no matter what the size may be. The specimen advertisements given are either small or of medium size, but the display plans they illustrate may be enlarged to any size likely to be met in practice, without destroying their effectiveness. When enlarging a display plan, it will not always be possible to preserve the exact relation of parts that would be used in a small advertisement, owing to limitations in sizes of types, borders, etc., but the general effect may be maintained.

18. Displaying a Large, Complicated Advertisement.—At first glance, the mere size of the space to be filled and the numerous sections to be planned make the displaying of a large, complicated advertisement seem difficult to the beginner, but all difficulty can be avoided if the following method is used: First, determine the general display effect desired. One or two reduced rough sketches may prove of assistance in getting ideas into definite form. Having settled on a display plan, make a full-sized layout of the general display elements, and thus form the skeleton of the display plan, as it were. Then fill in the small display elements, such as secondary displays, panels, etc., and finally indicate the body spaces.

This method of planning a layout will be made clearer by referring to Figs. 23 and 24. In Fig. 23 is shown a reduced layout of the general display elements of a 4-column, 12½-inch.

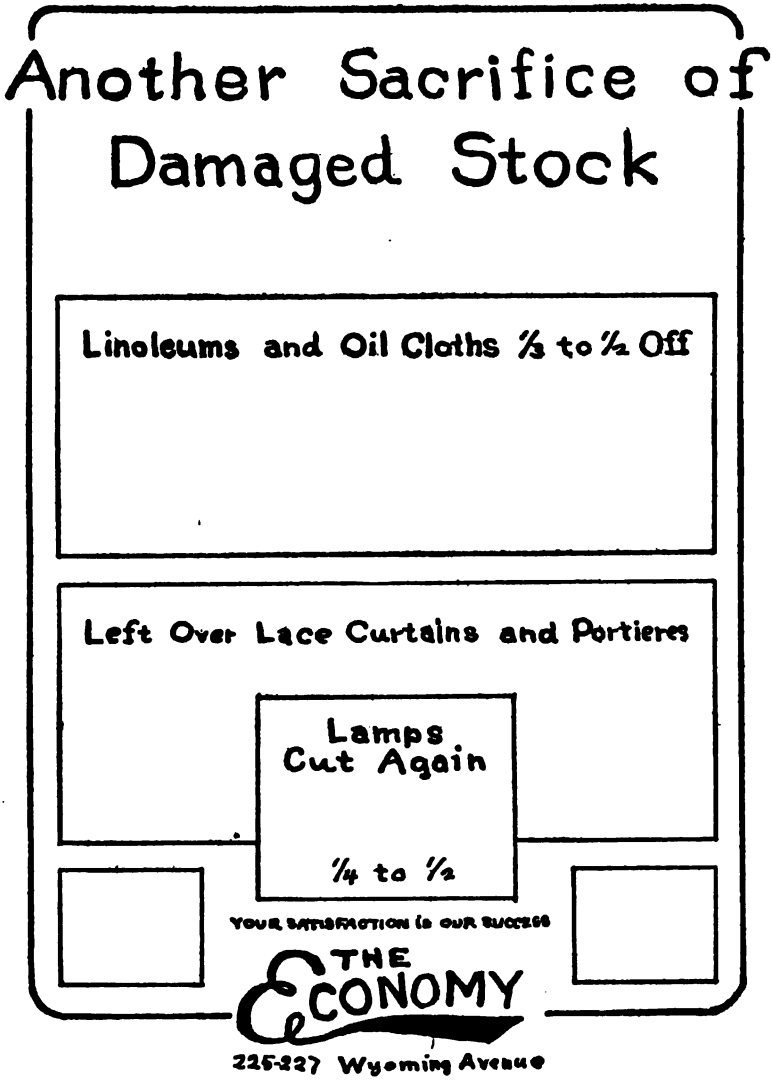


FIG. 23

A reduced layout with the general display elements indicated

6 Pt Rule Border

Another Sacrifice of Damaged Stock

60 Pt John Hancock

4 5- lines
10 Pt O. S. Double Leaded

6 Pt Rule Border

12 Pt John Hancock

Wednesday. Thursday. and Friday. January 16th, 17th and 18th

30 Pt John Hancock

Linoleums and Oil Cloths ⅓ to ½ Off

20
10 Pt O.S. Leaded

20
10 Pt O.S. Leaded

Plain Rule Box

Inlaid Linoleums	Oil Cloths	Plain and Printed Linoleums
12 8 Pt O.S. Leaded	13 8 Pt O.S. Leaded	13 8 Pt O.S. Leaded

Sub heads and prices 12 Pt John Hancock

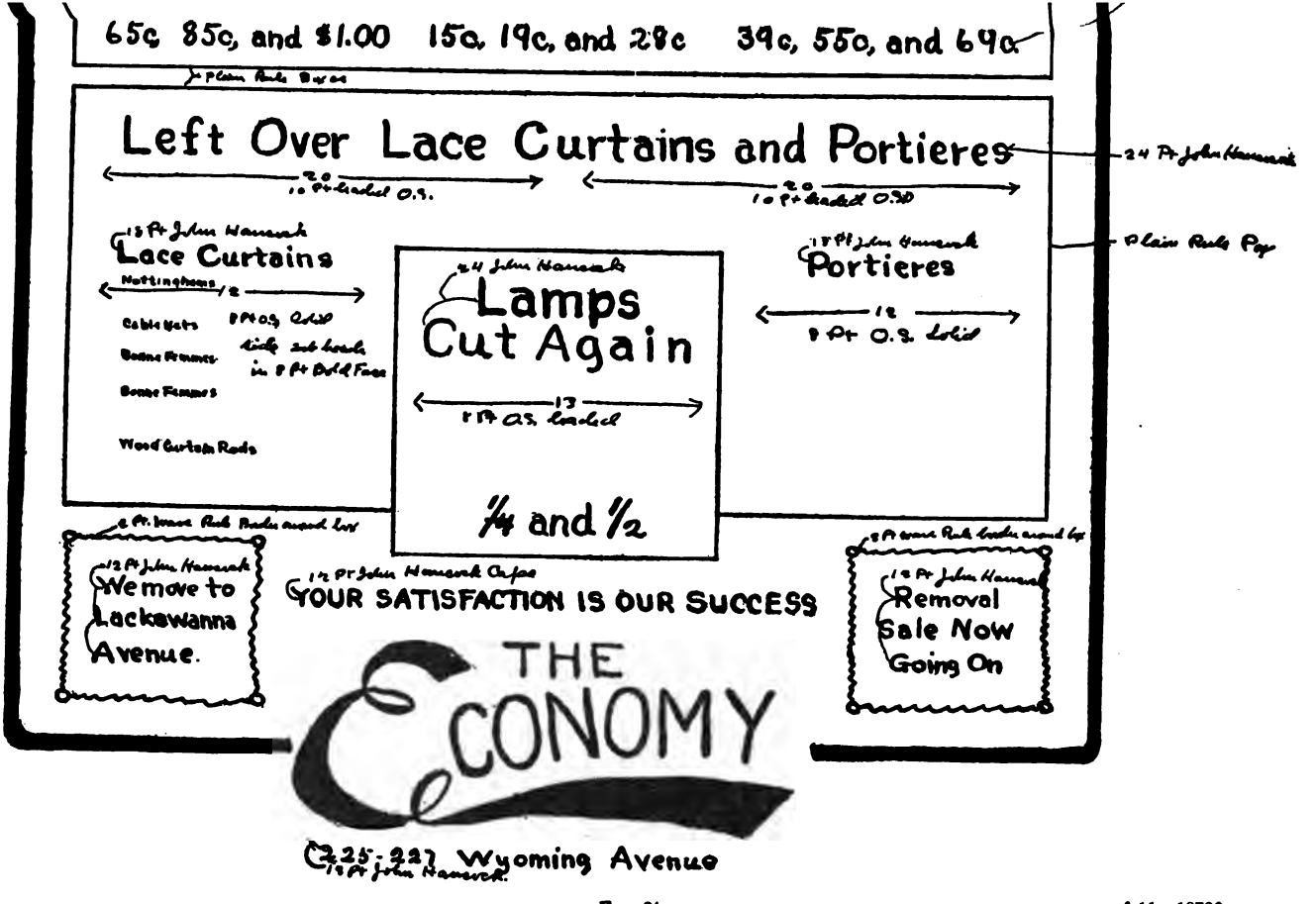


FIG. 24 § 11 10790

A reduced layout with the details of display indicated.

house-furnishing advertisement, and Fig. 24 shows the same layout, not so much reduced, with the display elements and body spaces indicated. Of course, in practice, these steps would be made on the same layout sheet, but for the sake of clearness, they are illustrated separately here. A reproduction of the printed advertisement is shown in Fig. 2.

19. Importance of General Display Principles. When making a large layout, the general display principles should always be kept in mind. One section of the advertisement should not be allowed to overpower the others. Simply because the advertisement is large does not mean that a mass of heavy display type should be run across the top and thus make the advertisement look like a circus poster. Two, or at the most, three, lines of large type make a heading heavy enough for a full-page newspaper advertisement—the largest advertisement usually handled.

It is not well to crowd one portion of the advertisement and to spread a small amount of matter over another portion. Care should be taken to adjust each part of the display plan so that it will balance and be in harmony with the rest.

Strive for simple, strong effects. An advertisement is likely to be spoiled by the use of a great many small panels, display lines, and cuts placed without any attempt at artistic arrangement. An attractive, general display effect is a long first step toward securing the interest of the prospective purchaser.

The judicious use of white space is of great importance. Naturally, in an advertisement that must give representation to the fifty or more departments of a large store and advertise hundreds of articles, it will be impossible to use white space as freely as in a simple advertisement. However, by leaving a reasonable amount of white space inside the panel rules, around the display lines, and between the adjoining panels, an open, readable appearance will be secured.

APPROPRIATENESS OF DISPLAY

20. Influence of Article on Display.—The display of an advertisement should be considered with regard to its appropriateness for the article advertised. The ad-writer, so far as possible, should study each article he writes about, with a view to making the advertisement harmonize with it. It is impossible to lay down any fixed rules, but the following suggestions will prove helpful:

1. When advertising articles of an artistic, elegant, or refined character, light, open, artistic display plans are appropriate. Such effects may be produced by employing light-faced types and borders and plenty of white space. Jewelry and cut glass, stationery, books, musical instruments, millinery, etc. should be presented by display plans of this sort.

2. Articles of a more utilitarian and commonplace character, such as clothing, dry goods, furniture, etc., unless laying claim to special artistic merit, require less of beauty and more of strength. Medium-faced types and borders and strong, rather than merely artistic, display plans are appropriate for this class of goods.

3. Hardware, tools, machinery, and similar articles of a heavy and plain nature, should be advertised with bold, strong effects.

4. Advertisements of banks and other financial institutions should be given plain, dignified, well-balanced display that will at the same time carry the idea of strength and conservatism.

21. It should be remembered that a type or a display effect may be at once bold and artistic, and hence appropriate for two dissimilar articles. For example, Post Old Style is a heavy type, but as it possesses considerable beauty it would be appropriate for hardware as well as for more esthetic goods, such as books or pianos.

The more highly educated the readers, the more refined will be their tastes. School teachers, college professors, and other cultured persons might consider glaring and in

very poor taste an advertisement that, because of its large headlines and black border, would appeal strongly to persons with less refined tastes. On the contrary, the quiet, artistic advertisement that would meet with the approval of cultured persons would likely have little effect on persons that are uncultured.

22. Influence of "Event" on Display.—The character of the event announced in the advertisement should also be considered. If an Easter sale is to be advertised, the advertisement should be made as artistic and attractive as possible. The announcement of a store opening, being more or less in the nature of a social event, should be artistically displayed, but with a quiet, dignified touch, conveying the impression of formality—the reader on an occasion like this to be a guest, not a customer. In fact, the type and arrangement of society announcements is often copied in advertisements of this nature.

On the other hand, if a January clearance sale or some other cut-price event, crowded with a multitude of price reductions, is to be advertised, much less attention need be paid to attractiveness. The price reductions will cause the advertisement to be read carefully even if it consists largely of lists of items in small type and with little white space.

Sensational announcements, such as unusual bankrupt or fire-sales, and cut-price advertisements admit of somewhat extraordinary display treatment—bold headlines and striking display effects. In such cases, however, extremely glaring effects should be guarded against, because of their cheapening tendency.

23. Influence of Season on Display.—The season of the year also has a bearing on the display of an advertisement. Christmas advertisements, for instance, may be made suggestive of good cheer by the use of attractive display types, holly borders, etc.

DISPLAY AND THE MEDIUM

24. Influence of Medium on Display.—When preparing an advertisement, the ad-writer should keep in mind all points connected with the medium that may affect display. If the medium is a newspaper, a mail-order monthly, or some other publication in which cheap ink and inferior paper are used and little attention is given to the presswork, the contrast between the background of the page and the type matter will not be so marked as in a high-grade magazine or a trade paper in which superior ink and white paper having a smooth finish is used and extreme care is given to the

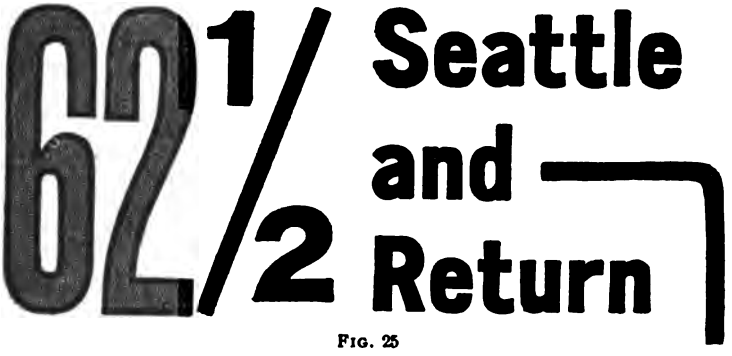


FIG. 25

Part of a magazine advertisement, showing how some publishers stipple and line heavy types and borders to make them print lighter

presswork. It is thus evident that bolder display effects will be needed in the former to attract the same amount of attention, unless, of course, plenty of white space is used.

Much better-looking advertisements can be obtained in high-grade magazines than in any other class of publications. Excellent effects can be produced in such mediums by the use of light display types, parallel rules, and light, ornamental borders. In fact, many publications refuse to print advertisements that are black. In such cases, the heavy type and border are stippled or lined, as shown in Fig. 25, by means of an engraver's tool, so that they will print lighter.

25. Individuality in Display Plans.—The general typographical appearance and display plans of the mediums should be studied with a view to originating something different—a design that will have prominence because of its contrast with the general run of advertisements. If most of the advertisements are very black, that is, set up with heavy rule borders and types, strive for a light effect, using either light-face, ornamental or parallel-rule borders, plenty of white space, and medium-weight type faces. If most of the advertisements have narrow margins, an advertisement with a broad band of white space inside the border will stand out well. If panel effects are rare, a strong panel arrangement may be used to good advantage.

INFLUENCE OF AMOUNT OF COPY ON DISPLAY

26. In the displaying of advertisements, two extreme cases are encountered, namely, a large amount of copy that must appear in a comparatively small space, and a small amount of copy that is to be used in a comparatively large space. In the first case may be included most of the advertisements appearing in mail-order and agricultural papers; and in the second, most of the general publicity or reminding advertisements. Other forms of advertising may also be included in these two classes, but mail-order and publicity advertisements should be considered as typical examples.

27. Displaying of Crowded Advertisements.—In a great many mail-order advertisements, an attempt is made to squeeze an illustration, a large heading and a subheading, a long description of the article, and an explanation of the method of marketing into a very small space. The usual result is a decidedly crowded, unattractive advertisement. In most cases, this difficulty can be overcome if correct display principles are adapted to the conditions of the advertisement.

In a crowded advertisement, the amount of white space is usually kept below ordinary limits, and narrow margins and

little or no leading prevail. However, there is rarely any need to cut out the white space entirely, as is done in many mail-order advertisements. A 6-point margin can be used in nearly any advertisement, and a small amount of white space can usually be left around displays.

The next concession to be made is with regard to the size of type for the body matter. Small type must be used for body matter. In some instances, the copy may be condensed, but even if this is possible, there will be too much, as a rule, to permit the use of any but small sizes of type. The 5- and 6-point sizes are commonly used. Gradation of the size of type for the body of the advertisement may be taken advantage of in many cases, leading the reader on to the small, closely set body matter by degrees.

28. Larger sizes and heavier faces of display type should be used in crowded advertisements than in ordinary advertisements. It is imperative that the main points of the advertisement stand out by strong contrast. The solid, gray effect of the small, closely set body type and the small amount of white space result in a contrast between black displays and dark-gray body matter, rather than a contrast of black and white or black and light gray. Hence, the type used for displays must be bold and heavy in cut, or it will not contrast well with the body matter. On the other hand, overdisplay should be guarded against by taking care not to use too many subheads nor to emphasize too many words in the body matter.

29. Gothic type is used almost entirely for displaying advertisements in mail-order publications, because it is very legible and may be obtained in many widths, from a very condensed style to medium and extended. If possible, however, some other strong, bold face that is not too extended should be used, as, for instance, John Hancock, John Hancock Condensed, Doric Italic, Quentell, Post Condensed, Roycroft, Schoeffer, Adver Condensed, Cheltenham Bold, and Cheltenham Bold Condensed. The faces of these types are much more artistic than Gothic and improve the appearance of the

advertisement, giving it a touch of individuality, yet making it just as strong and readable as Gothic.

30. In many advertisements of mail-order magazines, as in other cases, the price of the article is given too much prominence. The price should seldom be larger than the type used for the heading. As advertised mail-order prices are usually low or special, the price may appear in the heading, on the score of being one of the chief selling points. Many mail-order ad-writers make a practice of placing the price figures on the cut of the article offered for sale. This is usually a poor plan for several reasons. The figures mar the attractiveness of the cut; they frequently cover some of the important details, which the reader of the advertisement would naturally be interested in seeing; and, should it become necessary to change the price, a new cut will have to be made. While it is a good plan to have the price and the illustration near each other, so that their connection will be evident at a glance, better results are ordinarily secured by the use of type figures.

31. Borders are often omitted from mail-order advertisements, probably because the advertiser thinks the space they would occupy might be better devoted to type matter. But a carefully used rule border, up to 6 points in width, occupies little space, and at the same time separates the advertisement from surrounding advertisements and gives it more prominence because of contrast with those having no borders. In addition, a border makes the advertisement itself more attractive by giving it unity and form.

32. Revision of a Mail-Order Advertisement.—In order to make clear the points in the foregoing articles, relating to the displaying of crowded advertisements, the mail-order advertisement shown in Fig. 26 has been revised, with the result shown in Fig. 27.

The upper part of the original advertisement is a jumbled mass of display type. The price figures alone are prominent, and if it were not for the illustration, the reader, at a glance, would have no idea what the advertisement was about.

11 Cents a Week FOR ONE YEAR or 48 Cents a Month FOR 12 MONTHS

THAT'S OUR PRICE FOR THE WONDERFUL

MISSISSIPPI WASHING MACHINE

SIX MONTHS FREE TRIAL

$5.75 IN ALL



With its SPRING MOTIVE POWER AND ROLLER BEARING ROTARY ACTION, it runs easier than any other washer made; a mere child can run it. Forces double the water through the clothes at double the velocity of any other washer and will do double the work in half the time. Will wash cleaner, better and with less soap than any other washer made. Won't wear or injure the finest lace, and will wash the heaviest blankets or carpets. No more wearing out clothes; this alone will save its cost in a few months. Washing made EASY, QUICK, CLEAN AND ECONOMICAL. Worth twice as much as any other machine advertised or sold at $10.00 to $15.00.

OUR OFFER.

Cut this ad. out and mail to us, or on a postal card, or in a letter say, "Send me your new Washing Machine Offer," and you will receive by return mail, FREE, the most wonderfully liberal washing machine offer ever heard of. You will get a proposition never made by any other house. Don't buy any kind of a washing machine, at any price, on any kind of terms, until after we mail you our Great Offer. Write TODAY and get all we will send you by return mail, FREE.

SEARS, ROEBUCK & CO., Chicago, Ill.

FIG. 26

A very poorly displayed mail-order advertisement. Note how the heading is jumbled up, making it almost unreadable. White space has been omitted and the advertisement is crowded. Compare with the reset advertisement shown in Fig. 27

Mississippi Washing Machine

11 cents a week for one year
48 cents a month for 12 months, in all 5.75



With its Spring Motive Power and Roller Bearing Rotary Action, it runs easier than any other washer made; a mere child can run it. Forces double the water through the clothes at double the velocity of any other washer and will do double the work in half the time. Will wash cleaner, better, and with less soap than any other washer made. Won't wear or injure the finest lace, and will wash the heaviest blankets or carpets. No more wearing out clothes; this alone will save its cost in a few months. Washing made easy, quick, clean, and economical. Worth twice as much as any other machine advertised or sold at $10.00 to $15.00.

Six Months' Free Trial OUR OFFER.—Cut this ad out and mail to us, or on a postal card, or in a letter say, "Send me your new Washing Machine Offer," and you will receive by return mail, FREE, the most wonderfully liberal washing machine offer ever heard of. You will get a proposition never made by any other house. Don't buy any kind of a washing machine, at any price, on any kind of terms, until after we Mail you our Great Offer. Write TODAY and get all we will send you by return mail, FREE. **Sears, Roebuck & Co., Chicago, Ill.**

FIG. 27

A resetting of the advertisement shown in Fig. 26. The name of the article now occupies a prominent position, and the advertisement is displayed so as to make the matter easily understood. The addition of a border greatly improves the appearance, and separates the advertisement from others of like character in mail-order publications

Even with the cut, it is almost a puzzle to find what the different figures mean.

In the revised advertisement, the name of the article is given due prominence and the mass of display type is cut down to just enough words to convey the main idea. The display type is kept as much as possible away from the illustration, which is raised to a more prominent position. The price figures are reduced to a reasonable size, leaving the total price near the illustration as in the original advertisement.

In the original, four styles of type—some of them very inharmonious—are used. In the revised advertisement, several different faces of Gothic are used, thus obtaining harmony and uniformity. In order to relieve the congestion at the top of the advertisement, the line "Six Months' Free Trial" is lowered to the position formerly occupied by "Our Offer." Here, this line is more prominent and is nearer the explanatory matter.

The 6-point parallel rule between the display type and the body matter is replaced in the reset advertisment by a 2-point, plain rule (reduced in the reproduction here), which is extended around the body matter to the bottom of the cut. This arrangement gives cohesion to the advertisement and separates it from the matter at the side and below. More space is devoted to body matter in the revised advertisement than in the original, yet a 4-point margin appears inside the border.

33. Small Amount of Copy in Large Space.—When a small amount of copy is to be displayed in a comparatively large space, the tendency of some ad-writers is to spread the matter in an effort to make it cover all the space. Invariably, the result is a weak, scattered-looking advertisement. If the first principles of display—contrast and concentration—are kept in mind, it will be an easy matter to produce a strong, effective display plan.

Instead of scattering the type over the space, it should be concentrated in display and body *masses*. Instead of placing a line of body matter here and a line there, group them all into

one or two masses that will contrast strongly with the white background. Concentrate the white into wide margins and have liberal spaces between the displays and body type. A comparison of Figs. 28 and 29 will show clearly the result of displaying advertisements of this kind in the manner just described.



FIG. 28

A poorly displayed advertisement, having the body matter and display scattered over the space instead of being concentrated into masses to produce contrast and connection between sections of copy. See reset example in Fig. 29

34. Display Advertisements Without Body Matter. Very often it is necessary to use an advertisement that has little or no body matter. In such a case, the advertisement should be designed so as to give clearness and strength to all the elements contained in the copy. The general rules

of display govern this as well as all other classes of advertisements, and care should be exercised to avoid crowding and the use of too large type for the secondary copy.

In Fig. 30 is shown an excellent example of a high-class, half-page, trade-magazine advertisement set in this style.

When in Pittston Visit
America's Cleanest Bakery

Creso
Cracker Meal

Just out. You'll certainly find this just the thing for oyster frying, veal cutlets and the like. Your favorite soda cracker pulverized by machinery for your convenience.

10c *a Package*

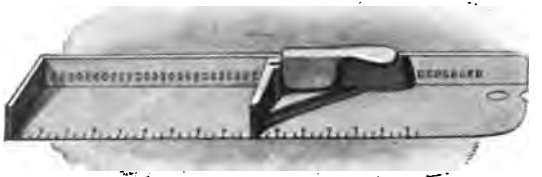
Ask your Grocer

Hitchner Biscuit Co.

FIG. 29

Resetting of the advertisement shown in Fig. 28. The display and body matter are set in masses, thus affording contrast and avoiding the scattered effect of the original advertisement

This advertisement contains a number of elements—the name of the article, the cut, the prices, the description, the name and address, and the note as to selling agents—yet, with all these elements, it is exceptionally well displayed. Observe how well the illustration balances the price panel, and how clear and strong the main display line stands out.



SIZES AND PRICES				
Length	2-inch	2¼-inch	2½-inch	Plating
Six-inch . . .	$1.75	$1.85	$1.95	25 cents
Eight-inch . .	2.00	2.10	2.20	30 cents
Ten-inch . .	2.25	2.35	2.45	35 cents
Twelve-inch .	2.50	2.60	2.70	40 cents
Fifteen-inch .	3.00	3.10	....	50 cents
Twenty-inch .	3.75	3.85	....	50 cents

ROUSE JOB STICKS

are unrivaled for accuracy,
convenience and durability

Adjust instantly to picas or nonpareils
No job office complete without them

Sold by representative dealers everywhere

Made only by H. B. ROUSE & CO.
61-63 WARD STREET, CHICAGO
John Haddon & Co., London, Sole Agents for Great Britain

FIG. 30

An example of good arrangement of display elements. Note the perfect harmony of type, the balance and use of cut and price panel

The copy for this advertisement is too brief, though, and not so strong as it should be; it should explain in detail why Rouse job sticks are accurate, convenient, and durable. The sliding end of this composing stick has a brace that makes springing impossible. The illustration shows this feature, and the copy should emphasize it, for it is an important point. If the locking device has any good points, they too should be explained.

MISCELLANEOUS DISPLAY POINTS

35. Harmony of Display Type.—More than two series of display type should not be used in one advertisement. Frequently, the different sizes of one series will suffice. Many type "families" have the condensed and extended faces; others have a regular, bold, Italic bold, condensed bold, etc., and these varied faces of one family always harmonize. Post Italic, for instance, will make a good companion display for the regular Post. John Hancock Condensed and John Hancock Extended may be used very appropriately with the regular John Hancock. Some of the strongest displays are produced by the use of the different faces of one family of type or of just one face in different sizes. When it is necessary to use two series, care should be taken to select types that harmonize; that is, types having the same general characteristics of face. Hearst, for example, could be used well with Pabst, but De Vinne or Gothic would not be harmonious with Post.

36. List of Harmonizing Types.—The following list gives some of the best combinations of the various types shown in *Type and Type Measurements*, Part 2. These series of type will harmonize with one another, and can be used together in the same advertisement if necessary to depart from the use of one face. For example, in group 3, Bookman Old Style and Cushing Old Style No. 2 may be used together.

1. Post family, Roycroft, Powell, Hearst, and Pabst Old Style.

2. Adver Condensed, Schoeffer, and Adtype.
3. Jensen family, Old-Style Antique, Bookman Old Style, Cushing Old Style No. 2, and Laureate.
4. Arlington Old Style No. 2 and Post Old-Style Italic.
5. Cheltenham family and Bulfinch.

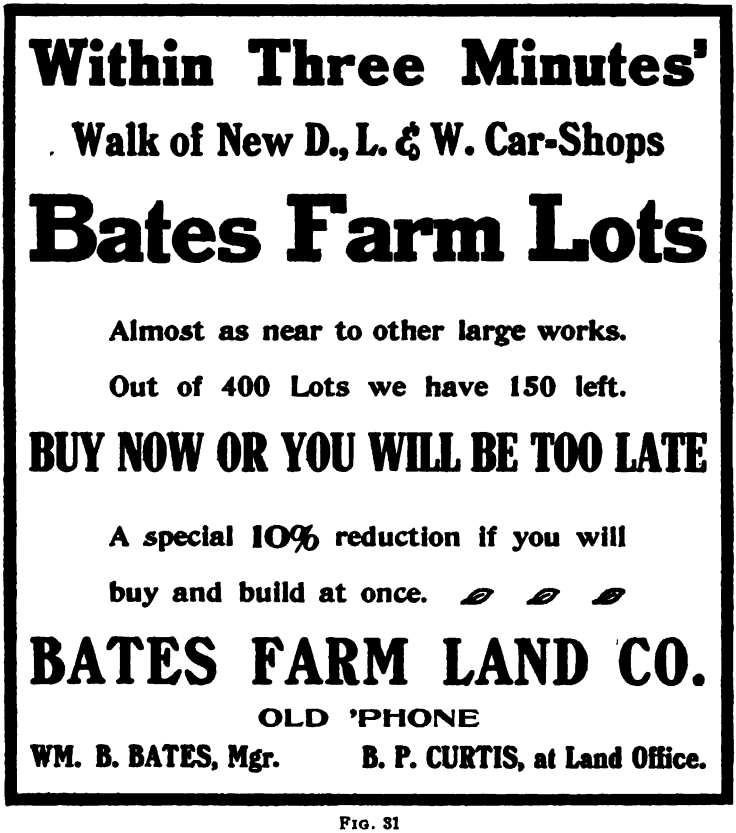


FIG. 31

An example of overdisplay and inharmonious type faces. See contrasted resetting in Fig. 32

6. Gothic family and Foster.
7. John Hancock and Corbitt families.
8. De Vinne family, Quentell, MacFarland family, and McClure.
9. Caslon family and French Old Style.

37. Overdisplay.—It should be remembered that mere size and blackness of printed matter do not constitute good display. Printers have a saying, "All display, no display,"

Most Desirable Home-Sites
on West Side

BATES FARM LOTS

Within three minutes' walk of
the new D., L. & W. Car-Shops
Almost as near to other large shops

BUY NOW OR YOU WILL BE TOO LATE

Out of 400 Lots we have 150
left. A special 10% reduction if
you will buy and build at once

BATES FARM LAND CO.

OLD PHONE

WM. B. BATES, Manager B. P. CURTIS, at Land Office

FIG. 32

A revision and resetting of the advertisement shown in Fig. 31. Note that all the display lines harmonize and the main features of the advertisement have the proper prominence. This is due to transposing the copy and reducing the unimportant display lines

which means that if all the matter is set in large type, no particular part will stand out boldly from the rest. Proper contrast between main portions and those of less importance is the secret of good display of type matter. If it is attempted to make every line a big display line,



FIG. 33

An overdisplayed advertisement, due largely to the excessive display of the heading. Space was used for the top display that could have been used to advantage in the body of the advertisement

the reader's eye will become confused and the general effect will be displeasing.

38. In Fig. 31 is shown a common example of overdisplay. Fig. 32 shows the result of giving the different portions of the advertisement their proper prominence, reducing the number of faces of type, rearranging the border, and distributing the white space so as to get the best contrast.

Fig. 32 preserves the poster style of display that the advertiser was evidently trying to get in Fig. 31. This advertisement in the original occupied 9½ inches across four columns, which was sufficient space for more and stronger copy than that which appears. There must surely be more selling points about these lots than are given in the copy.

39. In Fig. 33 is shown a department-store advertisement that is another example of overdisplay. Here, the chief fault lies in the overdisplay of a certain portion of the advertisement—the introductory matter. The upper portion of the advertisement would be just as prominent, and perhaps more so, if only one or two lines were set in large display type. At the same time, the effect would be much more pleasing and would permit a better presentation of the body of the advertisement.

40. Overemphasis of Body Matter.—Emphasis of body matter can be effectively secured through the use of capitals, heavy-faced type, Italics, or underscore rules, if not carried to excess. As "much emphasis destroys all emphasis," the fewer the words emphasized, the more they will impress the reader of the advertisement.

Fig. 34 shows an extreme example of overemphasis. No particular portion of the text stands out, and the whole is a jumbled mass that is very difficult to read. Even when the excess of emphasis of body matter is not so marked as in this case, the text will seem "jerky," and look spotted, and the tendency of the reader will be to skip from one emphasized word or phrase to the next, instead of reading the text in proper sequence.

41. Special Types and Borders.—Some retail advertisers find it profitable to use the same style of type and border in their advertisements continuously for periods of 6 months or longer. If the advertiser wishes to have the exclusive use of a special border and special type, he must usually purchase them himself. In such a case, the publisher should not use this material for the advertisements of any other patron.

The following estimate will give an idea of what it will cost an advertiser to have his own special type. The type specified in this list is rather light-faced, and is suitable only for an advertiser of high-grade goods. In purchasing his

Takes everything before it **like a whirlwind—people will travel miles in order to trade** at the store of the **merchant with the "STANDARD PHONOGRAPH PLAN."** The **women folks,** the **children** and the **men folks want this phonograph** YOU GIVE A **HIGH GRADE PHONOGRAPH TO THEM FREE**—and it **costs you not a cent.** Our plan tells how. Draw **all the cash trade to your store,** make your **profits on every sale,** and bind all this new and old trade to your store with a BEAUTIFUL, GUARANTEED TALKING MACHINE.

FIG. 34

An advertisement showing the excessive use of bold-face capitals and lower case and capitals of the body type. This injudicious selection of types practically destroys the effectiveness of the entire advertisement

own type and border, the advertiser should, of course, select styles that will harmonize with the goods he offers for sale.

1 font of 6-point Brockton border	$ 1.50
1 font of 24-point Pabst Old Style	3.70
1 font of 18-point Pabst Old Style	3.40
2 fonts of 12-point Pabst Old Style, at $2.75 .	5.50
2 fonts of 10-point Pabst Old Style, at $2.50 .	5.00
2 fonts of 8-point Pabst Old Style, at $2.25 .	4.50
	$23.60

The amount of type and border here specified will be sufficient for the display of an advertisement that is from 4 to 6 inches long and 2 or 3 columns wide.

If the advertiser is a very liberal purchaser of space, he can often induce the newspaper publisher to buy such special type and border.

MEDIUMS

CLASSIFICATION AND GENERAL INFORMATION

INTRODUCTION

1. In advertising, the word **medium** may be defined as a means of communicating the advertiser's message.

The selection of a proper medium for an advertisement is just as important as the preparation of the copy. A series of advertisements may be very strong so far as text, illustration, and typographical display are concerned, and the appeal to readers may be framed with a thorough understanding of their attitude toward the article, but unless the proper medium is selected, the power of the advertisements will be greatly decreased or possibly lost altogether. The best advertisement of an Oxford Bible would not bring proper returns if inserted in a sporting paper; nor could good results be expected from an automobile advertisement inserted in a newspaper that circulates among the low-waged class.

2. The medium must be taken into consideration even before copy is written, for the character of the copy depends greatly on the medium to be used. An advertisement prepared for the monthly magazines is not always suitable copy for the daily newspapers, and the newspaper advertisement, as a rule, cannot be used effectively as a poster or as a street-car card. Even publications falling in the same general class

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differ widely in the character of their circulations. Some magazines reach a much larger book-buying element than others; one newspaper reaches a much more prosperous class of readers than another; and so on. What would be good copy for a magazine read mostly by the heads of families would not be the best copy where the purpose is to draw inquiries or orders from boys 12 to 16 years old. Therefore, the subject of mediums is one that should be given early consideration in planning an advertising campaign.

ESSENTIALS OF A GOOD MEDIUM

3. To be profitable to an advertiser, a medium must (1) reach a reasonable number of possible or probable purchasers; (2) appeal to them effectively; and (3) do its work at fair cost.

4. Reaching the Right People.—Obviously, the first requisite of any medium is that it shall bring the advertisement to the attention of people that may reasonably be expected to become purchasers of the article or service advertised, which, of course, necessitates that they shall be able to buy it. Any one longing for a piano would prefer a $600 instrument, but only a few can afford to pay such a price. A good medium for the advertisements of a $600 piano would be one reaching a well-to-do class likely to be interested in pianos. Almost any medium will bring an advertisement to the attention of a few possible purchasers. An ideal medium would be one in which there was no waste; that is, a medium reaching an audience every one of which would be a possible purchaser. There is perhaps no such medium in existence. A medium should increase in value according as the proportion of possible purchasers increases; that is, other things being equal, a publication, 90 per cent. of whose readers are women, should be just twice as valuable to a corset manufacturer as a publication whose proportion of women readers is only 45 per cent.

5. Delivering the Message Effectively.—The medium must be of such character that it will appeal effectively to possible purchasers of the advertiser's goods or service. There are a number of things that contribute to effectiveness. If the medium is a magazine or a newspaper of unusually good standing, with a reputation among its readers for being careful of what is admitted to its pages, the confidence that readers have in such a publication increases its effectiveness. For this reason, a well-established publication that has been subscribed to and read regularly by a large body of readers for many years, is usually valued more highly than a publication just entering the field.

If a publication contains matter of such interest to its readers that it is read with unusual care and is preserved a long time, that attribute increases effectiveness.

If the paper or other material entering into the composition of the medium is of such quality that superior display effects are possible, it also increases the effectiveness. Therefore, other things being equal, a publication that is well printed on good paper should be more effective than one that is poorly printed on poor paper.

An advantageous position of an advertisement in a medium has much to do with effectiveness. It has been proved by actual tests that an advertisement in a well-chosen position will bring several times the returns of the same advertisement in the same medium in an obscure position.

The time at which the medium puts the advertisement before the possible purchaser; the mood in which it catches him; the conditions surrounding him at the time he reads the advertisement—all have an important bearing on effectiveness. The range at which the medium permits the advertisement to be read also has something to do with effectiveness. A publication that may be held in the hand and read allows more detail to be given than does the poster, sign, or car card; and the fact that the medium is of such character as to get into the hands of readers by their choice, that is, not forced on them, is in its favor.

Summing up, effectiveness may be said to depend on the confidence of readers, which in the case of publications is stimulated by wise editorial and business policy, and the length of time the publication has been subscribed to; the interest of the reading pages; the mechanical excellence; the position given the advertisements; and the time and place at which the medium reaches its readers, the mood in which it finds them, and the range at which they read it.

6. Reasonable Cost.—The cost of advertising must be proportionate to the number of possible purchasers reached effectively. A medium may reach a fair number of possible purchasers, and yet the cost may be so great as to make the use of the medium prohibitive. A newspaper or a magazine circulating mostly among country people of a general class would here and there reach a possible purchaser of a $100 typewriter, but the proportion of such readers would be so small that the typewriter manufacturer could not afford to use the medium.

CLASSIFICATION OF MEDIUMS

7. Mediums may be divided into nine general classes as follows: (1) Magazines; (2) newspapers; (3) street cars; (4) posters and signs; (5) catalogs, booklets, folders, letters, etc.; (6) theater programs; (7) moving signs, bulletins, and theater curtains; (8) general programs, almanacs, directories, annuals, prospectuses, books, etc.; (9) novelties.

The first four classes are the most important, and in the advertising world are referred to as "the big four."

CLASSIFICATION OF MAGAZINES AND NEWSPAPERS

8. Magazines.—The term **magazine** is somewhat indefinite. Its dictionary definition includes all periodical publications containing stories, essays, sketches, and the like, whether illustrated or not. As used in the advertising world, the term is understood to apply particularly to publications issued monthly; but such publications as the Saturday Evening Post, Collier's Weekly, Harper's Weekly, and a number of others, though classed as weeklies, are essen-

tially magazines in character. Publications like Good Housekeeping and the Woman's Home Companion, though classed separately as women's publications, are magazines; so are all "periodical publications containing stories, essays, sketches, and the like."

9. A longer list of separate divisions of magazines could be made, but the following classification is sufficient for all practical purposes: (1) General magazines; (2) women's publications; (3) mail-order publications; (4) trade and professional publications; (5) religious publications; (6) agricultural publications; (7) miscellaneous weeklies; (8) business publications; (9) juvenile publications; (10) recreation and sporting publications; (11) labor journals; and (12) poultry journals.

10. Newspapers.—The classification of newspapers is much more simple. The following classification lists the different classes in the order of their importance to the large advertiser: (1) Dailies; (2) weeklies; (3) semiweeklies; and (4) triweeklies.

STATISTICS AND MISCELLANEOUS DETAILS

11. The Department of Commerce and Labor in a bulletin issued in 1907 reports the aggregate circulation of all newspapers and periodicals issued in the United States to be as follows:

TOTAL CIRCULATION PER ISSUE OF PUBLICATIONS OF VARIOUS CHARACTERS

News, politics, and family reading	43,285,399
Religious	22,383,631
Agricultural, horticultural, dairying, stock raising, etc.	8,106,275
General literature, including monthly and quarterly magazines	30,615,577
Fraternal organizations	5,356,427
Society, art, music, fashion, etc.	15,289,431
Total	125,036,740

CIRCULATIONS ACCORDING TO FREQUENCY OF ISSUE

Daily newspapers, circulation per issue	21,042,294
Weeklies, semiweeklies, and triweeklies of all classes, circulation per issue	39,965,695
Monthlies of all classes, circulation per issue	62,776,115
All other classes, circulation per issue	2,878,594
Total	126,662,698

12. As the daily appears every day, its aggregate of copies issued during a month exceeds any of the other classes. It should be noted that the figures for weeklies do not include merely the weekly newspapers, but many other weekly publications of large circulation.

Of the daily, enough copies are issued daily to supply every inhabitant in the United States with one every fourth issue; of the weekly, enough copies are issued to supply every inhabitant with a weekly paper every other issue. The circulation of these two classes is thus sufficient to supply every inhabitant with a daily newspaper one-fourth of the year, and with a weekly one-half of the year. In the case of the monthly, the circulation is sufficient to supply a complete number to each inhabitant for three-fourths of the year.

A leading directory shows in its 1907 edition that there are in the United States 2,358 daily newspapers, 15,454 weekly publications, and 2,712 monthly publications, in addition to 1,211 other publications of smaller classes, such as semiweeklies, triweeklies, quarterlies, etc.

13. Bulletin 79, of the United States Department of Commerce and Labor, shows that in 1905, the latest year of which the statistics treat, the receipts of publishers from advertising were more than $149,517,591, as against $111,298,691 from subscriptions and sales. The advertising receipts for 1905 were 43 per cent. greater than those for 1900, while receipts from subscriptions and sales were 35.9 per cent. greater. In 1880, advertising receipts formed only 44 per cent. of the revenue of publishers, while sub-

scriptions and sales formed 56 per cent. In 1905, advertising receipts formed 56.7 per cent. and subscriptions and sales receipts were only 43.3, the conditions being almost reversed. These figures reflect the growth of advertising and the business prosperity of this country.

14. Figures for the 5 years covered by the bulletin show that of the three principal classes of publications, the largest increase as to the number of new ones was in the monthlies. The next largest increase was in daily newspapers; and there has been a much larger increase in evening newspapers than in morning newspapers, the percentage for morning newspapers being 7 and that for evening papers 11. The increase in the number of weeklies is smaller than that of monthlies and dailies.

The circulation of monthly publications far outstrips the others in percentage of increase and in aggregate circulation per issue. The monthly at present offers the most interesting field for statistical analysis.

15. No better illustration of the increase in circulation can be found than a comparison of the number of inhabitants to each copy per issue in the three main classes of publications. In 1880 there was published a daily newspaper to every 14 persons in the United States. This proportion steadily changed until in 1905 there was 1 daily to every 4 persons. The relation of the weekly to population has been practically stationary. In 1880 there was 1 weekly publication to every 3.1 inhabitants; in 1890, in 1900, and in 1905, 1 to every 2.2 inhabitants. The proportion of monthlies, however, has changed strikingly; it is now almost five times as great as in 1880, having increased from 1 monthly publication to every 6.2 persons in 1880 to 1 for every 1.3 in 1905. From these figures, it is evident that in the proportion of circulation to population the monthly is fast outstripping all other classes.

16. Following are some further interesting extracts from Bulletin 79:

In number and circulation the daily newspapers of most of the smaller cities have held their own against the dailies of the larger cities. Dailies now flourish in communities which not many years since would have been regarded as incapable of supporting publications of this class. Obviously, the prosperity and increasing wealth of such communities are the causes of this change.

By utilizing estimates of population in 1905, it appears that the average circulation per issue of the large city dailies increased at each census year much more rapidly than the average population, thus reflecting not only a generous advance in local patronage, but the extension, already noted, of extra-urban circulation.

In character of product the weekly class occupies a position midway between the daily and the monthly, while the daily must be regarded as distinctively a news medium, and the monthly as distinctively a literary medium; but at the present time both show a tendency to extend their arbitrary boundaries, and the weekly in some respects is suffering from these inroads. * * * Although the aggregate weekly circulation is not growing so fast as that of either the daily or the monthly, it has shown a steady increase at each census from 1850 to 1905. From 1850 to 1860, for example, the aggregate circulation per issue of weekly publications more than doubled, but at no time since that decade has so great a proportion of increase occurred. It is likely that the period of greatest increase in weekly circulation has passed.

Weekly publications may be divided into three general classes. Naturally, the most important of these is the country weekly, the second is the city weekly (devoted to special topics, whether literary, pictorial, or comic), and the third is the trade publication. It is probably a fact that but a small proportion of the residents of rural communities—the agricultural element in particular, dwelling upon the 6,000,000 farms of the United States—are readers of dailies, although the number of such readers is doubtless steadily increasing with the extension of the rural free delivery. They are, however, almost without exception, attentive readers of the local weekly, from which they secure both their news and their politics.

Analysis of the circulation of the weekly by the separation of the states into two general classes—urban and rural—shows that there has been a more marked increase in weekly circulation in urban states. This seems to be due to certain exceptional publications, having a literary or pictorial character, with very large general circulation, for the rural states report a far larger number of weekly publications than the urban states.

MAGAZINES

VALUE OF THE MAGAZINE

17. A large proportion of the money spent in advertising is for magazine space. The magazine is the principal medium for mail-order advertising, and a great many general advertisers spend the bulk of their appropriations for magazine space. This medium, therefore, is one deserving the most careful study. Considering the magazine field first as a whole, there are many arguments in favor of the medium.

18. Large Circulations.—The popular and well-established magazines have very large circulations and are therefore of great value when it is desired to strike a "sledge-hammer blow," as it were, in making an impression on the public mind. Several millions of readers can be reached by the use of one magazine, and a national campaign that will reach a good proportion of a certain class of readers in all towns and cities can be carried out by using a short list of magazines.

19. Well-Distributed Circulations.—The circulation of a magazine is not confined to any particular locality, but is scattered over a broad field. Magazines are rarely distributed in exact proportion to the population of a state or city. Note the following distribution of a New York magazine of general character, 18 per cent. of the circulation of which goes to rural free delivery:

AVERAGE CIRCULATION (PAID AND UNPAID) FROM JANUARY, 1905, TO JANUARY, 1906

Annual subscription	240,836
Sales through newsdealers	53,981
Free	10,552
Total	305,369

One Month's Paid Circulation by States

Alabama	2,781	Nebraska	5,942
Arkansas	2,072	Nevada	2,158
Arizona	652	New Hampshire	2,593
California	20,982	New Jersey	5,977
Canada	12,852	New Mexico	725
Colorado	3,650	New York	23,256
Connecticut	4,386	North Carolina	3,679
Delaware	550	North Dakota	2,027
District of Columbia	1,050	Ohio	18,858
Florida	1,958	Oklahoma	1,850
Georgia	2,571	Oregon	3,932
Idaho	2,964	Pennsylvania	21,531
Illinois	15,539	Rhode Island	1,669
Indiana	9,879	South Carolina	1,930
Indian Territory	780	South Dakota	1,632
Iowa	8,980	Tennessee	3,966
Kansas	6,816	Texas	6,909
Kentucky	3,831	Utah	3,564
Louisiana	1,905	Vermont	3,062
Maine	3,685	Virginia	5,642
Maryland	2,864	Washington	4,552
Massachusetts	8,549	West Virginia	3,702
Michigan	12,326	Wisconsin	6,913
Minnesota	5,893	Wyoming	1,240
Mississippi	2,082	Foreign	1,165
Missouri	8,462		
Montana	2,383	Total	288,916

One Month's Paid Circulation in Chief Cities

New York	5,945	San Francisco	2,560
Chicago	2,949	Cincinnati	1,262
Philadelphia	3,801	Pittsburg	1,980
St. Louis	1,294	New Orleans	855
Boston	1,985	Detroit	1,220
Baltimore	1,546	Milwaukee	793
Cleveland	1,571	Washington	962
Buffalo	1,685	Total	30,408

20. It will be seen that 23,256 of the circulation of the magazine is in the state of New York. The Pennsylvania circulation of 21,531 comes next. As New York has the largest population of any state in the Union, with Pennsylvania a close second, the circulation thus far follows the population. But, although Illinois has a larger population

than Ohio, it has only 15,539 of the circulation of this magazine as against 18,858 in Ohio, while California which has only about one-third the population of either of these states has 20,982 of the circulation of this magazine—more than either Ohio or Illinois. A study of the western-state circulation of this magazine shows that it is more popular in the Far West than it is in the East.

21. Now note the distribution in the United States of a woman's magazine of 209,570 circulation:

Alabama	4,647	Montana	256
Arizona	825	Nebraska	3,612
Arkansas	2,563	New Hampshire	2,101
California	4,851	New Jersey	1,450
Canada	865	New Mexico	49
Colorado	2,107	New York	9,437
Connecticut	3,575	Nevada	48
Delaware	341	North Carolina	6,306
District of Columbia	334	North Dakota	852
Florida	1,803	Ohio	19,260
Georgia	475	Oklahoma	107
Idaho	312	Oregon	4,514
Illinois	19,058	Pennsylvania	14,719
Indiana	17,903	Rhode Island	702
Indian Territory	1,625	South Carolina	153
Iowa	13,320	South Dakota	841
Kansas	6,870	Tennessee	8,451
Kentucky	3,198	Texas	5,532
Louisiana	1,963	Utah	1,741
Maine	1,824	Vermont	1,218
Maryland	1,145	Virginia	1,549
Massachusetts	5,360	Washington	5,514
Michigan	5,193	West Virginia	952
Minnesota	4,754	Wisconsin	6,715
Mississippi	792	Wyoming	131
Missouri	7,657	Total	209,570

This magazine is particularly strong in the Middle West—in Illinois, Indiana, Ohio, and Iowa. Its New York circulation is noticeably weak in proportion to the population of the state. The strength of the magazine in the Middle West may be easily accounted for; it is published there and is evidently better known near home than abroad. Its circula-

tion manager has undoubtedly done his aggressive work in the states surrounding the home office.

22. Advantages of General Distribution of Circulation.—When it is desired to produce a national impression quickly, this general distribution of the magazine argues strongly in favor of the medium. There is not a city or a town of any importance in the United States that would not be reached by advertising placed in several of the magazines having the largest circulation.

Furthermore, the magazine usually has its peculiar clientele and thus enables the advertiser to assemble, as it were, a large body of people of certain tastes and to address them. A newspaper in a city of 100,000 would reach only a limited number of possible purchasers of a $100, glass-lined refrigerator or the most expensive plumbing fixtures. By the use of a high-grade magazine, however, the advertiser could increase the proportion of prospective purchasers and decrease the proportion of non-prospectives.

23. Mechanical Excellence.—The typical magazine has a number of the essentials of effectiveness. It is printed on good paper, and its typographical appearance is made high grade by men expert in that line. If the position given the advertisement is good, the advertiser has an opportunity to make his appeal to the reader with the best illustrative and type effects.

24. Interest of Readers.—The efficiency of magazine space does not, however, depend on mechanical excellence, although when this feature makes the advertising pages as attractive as the reading pages, that increase in value is certainly to be considered. Magazine space is valuable also because readers think enough of the publication to subscribe for it yearly or to pay the newsdealer from 5 to 35 cents a copy for it.

The average person that pays from 25 cents to several dollars a year for a magazine or from 5 to 35 cents a copy expects to read that publication thoroughly. The paying of the price shows that the contents of that magazine appeal

to the purchaser, and the interest or confidence of the reader in such contents increases the value of the space.

25. Home Circulation.—The greatest of all reasons for the efficiency of the magazine as a medium is that magazines are to a large extent—some more than others—read in the home. Home reading is, as a rule, done more leisurely, and the mind is in a better condition to receive impressions. At home, writing materials are usually at hand, so that if the reader wishes to write the advertiser, it is convenient to do so.

Home reading also increases the number of readers. It has been demonstrated satisfactorily that publications of the class of The Ladies' Home Journal are read on an average by at least five persons before their usefulness ends. Usually there will be several readers of a magazine of this kind in the immediate family, and then the copy will be lent to a neighbor or sent to a relative that receives little reading matter, and so on.

Some newspapers have a large home circulation, and are read, as a rule, by more than one person; but the newspaper in general never has the home-reading qualities or the number of readers per copy that the magazine has. The life of a newspaper is short; in the case of a daily, its usefulness is ended when it is a day old. On the other hand, the life of a magazine of good quality is, as a rule, at least a month, and the best magazines are kept on file and often treasured for years. A manufacturer of a carpet sweeper that 6 or 8 years ago offered, in a leading woman's magazine, to give a sweeper to every June bride that sent him an invitation to her wedding, continues to receive some invitations every June. This incident demonstrates the long life of the magazine advertisement. Not all magazines, however, have the same life, nor can all truthfully claim five readers to a copy. The character of the magazine determines this.

GENERAL MAGAZINES

26. There are a great many magazines that, while each has its characteristics, are enough alike in general character to be termed **general magazines.** They are all well known to persons that keep in touch with the publishing world, but a few examples will be given.

Munsey's, McClure's, Everybody's, Success, and the Cosmopolitan are typical examples of the low-priced general magazine with circulations well up into hundreds of thousands.

The Argosy, the Red Book, Lippincott's, Ainslee's, and the Black Cat are typical of a number of publications devoted entirely or largely to fiction and reaching naturally those who care particularly for stories.

The World's Work, the World Today, the Review of Reviews, and the Outlook are typical of magazines that reach people interested in what the world is achieving and in more serious reading.

Harper's Monthly, the Century, and Scribner's represent the higher-priced general magazines—those selling at from 25 to 35 cents a copy.

Magazines of the class of the Atlantic Monthly, while not used so extensively by advertisers as the more popular ones, reach a very intellectual class of readers.

Weeklies like Collier's, the Saturday Evening Post, the Literary Digest, and Leslie's are essentially general magazines in character, but contain a more newsy element. They reach both an intellectual and a progressive class of readers.

While the foregoing and many more somewhat similar magazines have each some claim to distinction, nearly all are adapted to the use of the advertiser of a general product.

POSITION AND RATES FOR GENERAL MAGAZINE ADVERTISING

27. Cover Pages.—The back cover is regarded as the most valuable position in a magazine. An extra price is always asked for this position, and when the advertisement

is to be printed in colors the price is greatly increased. In the case of color work, the advertiser, in addition, has to pay the cost of color plates, which will probably amount to $40 or $50. Some magazines also run color pages on the second and third covers.

28. Representative Rate Card of Monthly Magazine.—In Fig. 1 is shown a reproduction of a very simple rate card, giving the rates charged for the various special positions in a magazine. A few magazines will guarantee

ADVERTISING RATES OF _____ MAGAZINE
FIFTH AVENUE, NEW YORK

One page, one time	$100.00
Half page, one time	50.00
Quarter page, one time	25.00
Eighth page, one time	12.50
Less than one-eighth page, one time, per agate line	.60
Second or third Cover, one time	150.00
Page facing third Cover, one time	150.00
Page facing Reading Matter, one time	150.00
Page facing Frontispiece, one time	150.00
Fourth Cover Page, 3 colors, one time	400.00

No advertisement is accepted for less than 14 lines.
Five per cent. is allowed off for cash.
Forms close on the 1st day of the month preceding the date of issue.

FIG. 1

no special positions. Others, like the magazine whose card is reproduced, will sell at special rates the second and third covers, pages facing these covers, page facing frontispiece, and page facing reading matter of any kind. Special prices are charged for such special positions.

While many advertisers seek these special pages—the back covers of certain magazines often being sold 6 or 8 months in advance—many others feel that the difference in value between a regular black-and-white page and a special position or color page does not warrant the great increase in cost. Usually, the price of a fourth cover in

colors or a colored insert (special page inserted among the regular pages) will purchase from two to three inside pages in black and white.

29. Choice Locations for Advertisements.—Publications of the class of Collier's Weekly, the Saturday Evening Post, etc. give a large proportion of their advertisements a position next to reading matter without charging extra; such positions are not always guaranteed, however.

Many advertisers try to secure right-hand pages, believing that these pages are more likely to attract attention than those on the left.

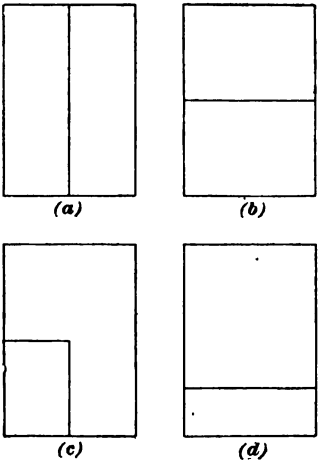


FIG. 2

30. Time of Closing Forms.—The larger magazines close their forms at least a month ahead of the date of publication; for example, the forms for the September issue are closed on August 1. A few magazines close from 6 to 7 weeks ahead of the date of issue. Consequently, if some special page is desired, it is always necessary to begin negotiations far in advance of the month of issue.

31. Magazine Space.—In dealing with magazines of the standard size, a page is always understood as meaning a regular $5\frac{1}{2}'' \times 8''$ page, and a line is construed as meaning

an agate line 16 picas wide. A half page may be either the 16-pica column the full length of the page, as in Fig. 2 (*a*), or the page divided by a horizontal line through the center, as in (*b*). Likewise, a quarter page may be either half of one of the 16-pica columns, as in (*c*), or a 2-inch space across the full width of the page as in (*d*).

32. Representative Rate Card of Weekly Magazines.—In Fig. 3 is shown a reproduction of the rate card of one of the weekly magazines having a very large circulation. A study of this card will give an idea of the conditions regarding position, time of sending copy, etc. imposed by publishers of weeklies of large circulation. Note that this publication is much larger than standard magazine size, as are most weekly magazines.

33. General Rate for Magazine Space.—Rates for magazine space vary greatly. Among the standard-size magazines of large circulation, $1 a page per thousand of circulation is considered a fair rate. According to this, a magazine with 300,000 circulation should charge $300 a page. Of course, if a magazine, has a page twice as large as the standard magazine page, the charge would be approximately twice as much. As a rule, the magazines with rather small circulations charge more than $1 a page per thousand, while those with the largest circulations charge a trifle less than $1 a page per thousand.

The magazines selling for a higher subscription price claim that, on account of reaching a more well-to-do class, they are entitled to a higher rate. This argument is sound to a certain extent, but may be easily taken too broadly. There are 5- and 10-cent publications that attract a middle class of readers rather than the well-to-do class; between 100,000 of the circulation of such a magazine and 100,000 of the circulation of a higher-priced and higher-grade magazine there can be no question of the superiority of the latter, provided the commodity to be advertised is an automobile, fine green-house stock, Shetland ponies for the children, etc. But there are some 5-, 10-, and 15-cent publications that

Display advertising, per agate line	$ 3.00
Full page, each insertion (680 lines)	1,800.00
Half page, each insertion (340 lines)	900.00
Quarter page, each insertion (170 lines)	450.00
Second cover, two colors, each insertion	2,100.00
Third cover, two colors, each insertion	2,100.00
Fourth cover, each insertion	2,400.00
Center double page, two colors, each insertion	4,200.00

THESE RATES ARE SUBJECT TO CHANGE WITHOUT NOTICE

Eight words average line; 14 lines 1 inch.

Display advertisements of less than 5 lines, and reading-matter advertisements, not accepted.

All cuts and copy intended for full single-column width must measure 2¼ inches; double columns, 4⅝ inches.

Full page, inside	12⅛	in. high by	9⅝	in. wide
Quarter page, inside	6	in. high by	4⅝	in. wide
Single column, inside	12⅛	in. high by	2¼	in. wide
Double column, inside	12⅛	in. high by	4⅝	in. wide
Triple column, inside	12⅛	in. high by	7	in. wide
Fourth cover, full page	12⅛	in. high by	9⅞	in. wide
Center double page	12⅛	in. high by	20⅜	in. wide

Page, 4 columns wide.

No discounts for space or time; 5 per cent. allowed when payment accompanies order.

All bills are due in advance each week on day of closing forms, but regular accounts may be settled in one monthly payment, at publisher's option, subject to 5 per cent. cash discount.

Orders for a longer period than 1 year from their date are accepted only at our option.

Orders specifying positions are not accepted.

Advertisements containing cuts, black-faced type, borders, etc., are subject to our change and to resetting of type matter.

Copy should be received 4 weeks before date of publication.

Copy for covers and center double page one week earlier than for body of magazine.

FIG. 8

reach the best class. Several 15-cent magazines might be mentioned that could not be improved in contents or make-up even if 25 or 35 cents were charged. They are probably making greater profits than some higher-priced publications and can afford to do anything that will make their reading pages more valuable. Therefore, it is a mistake to conclude that a higher-priced magazine is *always* worth more per line than a high-grade 5-, 10-, or 15-cent publication.

In Table I is shown the circulations and rates of typical general magazines. It will be well to observe this matter closely.

TABLE I

CIRCULATIONS AND RATES OF TYPICAL GENERAL MAGAZINES

Type of Magazine	Asserted Circulation	Page Rate	Line Rate	Discount
25-cent, general	210,000	$250	$1.50	10 per cent. for 3 pages or 12 insertions
10-cent, fiction	460,000	300	2.00	No discount
5-cent, fiction	135,227	120	.60	No discount
15-cent, general	460,702	460	2.15	10 per cent. for 3 pages or 12 insertions
25-cent, general	166,000	250	1.50	10 per cent. for 3 pages or 12 insertions
25-cent, fiction	75,041	100	.50	10 per cent. for 3 pages or 12 insertions
10-cent, general	700,000	500	3.00	No discount

It will be observed from Table I that a number of the magazines have a uniform discount for the use of 3 pages or 12 insertions of an advertisement. The highest-class magazines hold strictly to their rates and no attempt by an advertiser to get a cut rate will avail anything. But not all magazines are so strict. Some may not only cut rates, but sometimes run copy for advertisers on a trade basis (receiv-

ing goods in payment) or on a trust basis (the advertiser agreeing to pay according to the orders that the advertising brings).

34. Manner of Sending Out Plates.—Owing to the number of copies to be printed, some of the large magazines run more than one printing press in getting out the same section. They therefore often need several duplicate electrotypes of the advertising pages. In such case, if the advertisement is one that is illustrated with a half-tone, it is better for the advertiser to order the agency to furnish the magazine an original—not an electrotype—for if an electrotype is furnished, the publisher will make electrotypes from this, and the effect of an electrotype made from an electrotype is usually poor. Cost may be reduced, however, by sending an original half-tone to a magazine that goes to press very early and having the publisher pass it on to another magazine in the same city or some near-by city in time for use. By careful scheduling, one original half-tone may be made to serve three magazines.

One or two magazines like Success have three 16-pica columns and can use for a 2-column advertisement the cut made for a standard magazine page.

35. Copy Schedules.—In many cases, advertisers furnish publishers only one advertisement at a time. In other cases, a series of advertisements covering the entire season will be forwarded with the original order. In such cases, it is advisable to furnish the publisher with a large proof sheet, known as the *copy schedule*, showing each advertisement, with memoranda directing when each is to be inserted, in what position, etc. In some schedules the advertisements are all of one size; other schedules contain advertisements of various sizes. In newspaper advertising, publishers are sometimes directed to *repeat* a schedule; that is, after inserting an entire series of advertisements, to start again with No. 1 and run each advertisement a second time. The word *rotate* is commonly used to indicate that advertisements are to be repeated.

CLASS MAGAZINES

GENERAL REMARKS

36. Value of Class Circulation.—So far as a general explanation of their value is concerned, all such mediums as women's magazines, religious publications, agricultural journals, juvenile publications, etc. may be treated under the head of **class publications.**

The peculiar value of class publications lies in the fact that they are read largely by a distinct class of people, rather than by the general public. There is little waste circulation. This is a simple fact, but it is one of very great importance in fixing the value of a medium.

If the desire is to place an advertisement of plows, fertilizers, or fruit trees before farmers, it is obvious that a magazine having a circulation of 20,000, nearly all of which is among farmers, is worth a great deal more to an advertiser of such goods than 20,000 of circulation of a general magazine whose circulation among farmers is only 15 per cent. Therefore, the position among mediums of such magazines as the National Farmer and Stock Grower, Up-To-Date Farming, the American Agriculturist, and the Ohio Farmer is an important one.

If it is desired to reach boys exclusively, then it needs no second thought to decide that magazines like the Star Monthly and the American Boy should be selected; and they are consequently worth a higher rate per 1,000 of circulation than any magazine of general circulation would be.

Women's magazines are beyond all question of greater value than general magazines when the article to be advertised is one that appeals only to women. This principle holds true in all cases where it is desired to reach a particular class, whether it be civil engineers, doctors, ministers,

business men, grocers, plumbers, or any other particular class.

37. Value to Advertisers of General Articles.—The fact that a class publication is of superior value to an advertiser selling an article that appeals particularly to that class, does not make such a medium of any greater value to other advertisers. An advertiser of business devices and office equipment should find a magazine like System an unusually good producer, because its readers are largely progressive business people; but this magazine does not possess any unusual value to an advertiser of a breakfast food or anything else that appeals to the general public.

The fact is that a great many class publications have rates that are entirely too high for the advertiser of a general product. Publishers of magazines of the religious class are inclined to claim that their mediums are of unusual value to the advertiser of a general product because of the class of subscribers. There is something to this argument, for, of course, the confidence of readers in a publication is a factor that contributes to its value as a medium. However, it is difficult to see why men and women would try a soap, a coffee, or a washing machine any more quickly because it is advertised in their church paper than if they saw it advertised in any high-grade general magazine. The truth is that the best general magazines are more careful of what goes into their advertising columns than are most religious papers. A select few of the religious papers, though, are scrupulously careful, and command the full confidence of their readers.

A foreign-language publication will be read with more interest by the foreign-language-speaking people of America than will publications printed in English, and the advertisements will receive more intelligent attention; but the advertiser must decide whether this circulation is as good as an equal amount of circulation among the English-speaking population. Unless the circulation is as good and as low-priced, there is little argument in favor of the foreign-language publication.

38. Value of Special Copy.—Nowadays, most large advertisers use different copy for many classes of mediums, preparing copy of a decidedly juvenile style where it is to be inserted in a boys' paper, using business arguments and business illustrations where the medium is a business magazine, and so on. This specialization of copy greatly increases the value of class publications.

Some of the most important divisions of class publications will be treated separately in the following pages. As another Section is devoted to technical- and trade-paper advertising, no extended treatment of trade and technical mediums will be given here. The principles already set forth are specific enough to enable the ad-writer to appreciate the value of other class publications that are not treated in detail.

WOMEN'S MAGAZINES

39. Importance of Women as Audience.—No division of magazine mediums is more important than that of women's publications. Most household necessities are purchased by women, and household necessities constitute a large proportion of advertised articles. The tastes and opinions of women influence the purchase of a still greater range of articles. Men are often influenced in the purchase of even their own apparel by the suggestion of mother, wife, sister, or some other female adviser. Some statisticians go so far as to say that 80 per cent. of publicity is directed to women. Magazines and newspapers read largely by women, therefore, demand the most careful attention of the advertiser.

40. Value of Women's Mediums.—A magazine of the class of the Ladies' Home Journal, the Woman's Home Companion, the Delineator, the Ladies' World, Good Housekeeping, or the Modern Priscilla is a superior medium when the message is to be addressed to women. These magazines are of a very high type in contents and in mechanical excellence, and are very effective.

41. Cost of Advertising in Women's Magazines. The cost of advertising in women's magazines may be measured generally by a study of Table II.

TABLE II

CIRCULATIONS AND RATES OF TYPICAL WOMEN'S MAGAZINES

Asserted Circulation	Size of Page Inches	Column Width Picas	Page Rate	Line Rate	Discount
208,833	9 × 13½	16	$756.00	$1.00	10 per cent. for 3 pages or 12 insertions
438,708	9¼ × 14¼	13½		2.00	12½ per cent. for 2,000 lines
1,000,000	6¾ × 9¾	13½	1,800.00	5.00	No discount
24,267	5½ × 8	16	60.00	.40	20 per cent. for 12 insertions
163,644	9 × 12	13½	400.00	.70	No discount
513,587	9⅜ × 14½	13½	1,800.00	2.50	No discount
107,434	9½ × 14	14	117.60	.25	20 per cent. for 12 insertions
1,300,000	9⅜ × 14¼	13½	5,000.00	7.00	No discount

The circulations and rates of magazines are constantly changing, and some of them will likely be different from the figures given in Table II at the time this Section is being read, but the proportionate cost does not vary greatly. At first glance, there would seem to be a great proportionate difference in the rates of the two publications charging $1,800 a page, one having a circulation of 1,000,000 and the other only 513,587; the size of the page explains the difference in the page rate, the magazine with the circulation of 1,000,000 having a page only about half the size of the other.

MAIL-ORDER PUBLICATIONS

42. The term **mail-order publication** is not easy to define, because any publication that is used successfully by mail-order advertisers would come under this classification. Some of the popular 10- and 15-cent magazines are used regularly by mail-order firms, and even the higher-priced magazines are used by those who sell high-grade goods by

the mail-order plan. These magazines carry mail-order advertisements of fine sets of books, superior home furnishings, etc. The popular weeklies, such as Collier's, the Saturday Evening Post, etc., carry many mail-order advertisements, as do also the Sunday and weekly newspapers of large circulation, and such special publications as the Associated Sunday Magazine. However, the term mail-order publication usually refers particularly to publications that reach readers in the country and in small towns and villages where the stores are not of the best.

43. Field Covered by Mail-Order Magazines.—A mail-order advertiser of a specialty of some kind may find plenty of interested readers in New York, Chicago, Boston, and other large cities, but the large cities have so many stores that a mail-order advertiser of women's suits, furniture, or any other article of general consumption could not hope to compete with them. Such a mail-order advertiser must look to the people of the smaller towns and the rural districts. This field is a vast one, as more than half the people of the United States live in towns of 4,000 and less and in rural districts. If towns of 8,000 were included in this mail-order territory, the total would be almost two-thirds of the population of the United States. The buying power of this population is enormous, and it is in this field that the great general mail-order houses have built up their patronage.

44. Typical Mail-Order Mediums.—The American Farm World, Cheerful Moments, Woman's World, Homefolks, Comfort, The Gentlewoman, Good Stories, the Metropolitan and Rural Home, Spare Moments, the American Nation, and the Fireside Visitor are a few of a long list of low-priced monthly publications of large circulation that are filled with stories and reading matter of general character and that reach the great rural and semiurban field. Some of these mail-order publications are very cheap in regard to the matter, mechanical appearance, and character of advertising they carry. Others are fairly well printed and

contain a grade of matter that brings them a class of subscribers not far below that of some of the 10- and 15-cent magazines.

45. Large Circulations of Mail-Order Magazines. In spite of the unattractiveness of the cheap mail-order monthlies to a reader that subscribes for a number of the best magazines, it cannot be denied that many of these monthlies have enormous circulations—built up by low subscription prices—and that they reach effectively a large class not reached so well by any other medium. Their value is shown beyond doubt by the fact that a number of large advertisers that keep a close record of returns, continue to use this class of publications year after year.

The circulation of the cheap mail-order monthlies consists to some extent of free copies and sample copies, but as these usually go to people that do not receive a great deal of reading matter, and that consequently give attention to all they receive, whether paid for or sent free, this circulation is of some value, though not of the full value of circulation among subscribers.

An advertiser that intends to use mail-order mediums should make it his policy to require proofs of circulation, because there is much room for deception, and undoubtedly many mail-order circulations are greatly exaggerated.

46. Character of Advertising in Mail-Order Magazines.—The manner of appeal of advertisements in mail-order magazines is professedly sensational. Low prices and "something for almost nothing" are the characteristic features of the advertisements presented through these mediums. The offers are very alluring to country people, who constitute the subscribers almost entirely.

But while mail-order magazines, as a class, have the idea "cheap" written all over them, it must not be concluded that the mail-order business is necessarily cheap. The best magazines of this class present much that may be purchased through the mails. Cloaks, jewelry, shoes, household utensils, kitchen, scullery, and laundry requisites, bulbs and

seeds, etc. of high grade are successfully advertised in them.

The cheap mail-order magazines are the mainstay of the large general mail-order houses, known as catalog houses, which send out catalogs weighing several pounds and offering the greatest variety of merchandise. Much undesirable medical and speculative advertising rejected by the best general magazines finds its way into the cheap mail-order mediums.

47. Cost of Advertising in Mail-Order Magazines. As a rule, the rate of mail-order publications should not be more than 50 cents a line for each 100,000 circulation. Those with small circulations usually charge a little in excess of this rate, while those with the largest circulations charge a little less. Some advertising agencies set 30 cents a line per 100,000 of circulation as the standard. Table III will give a general idea of the cost of advertising in mail-order publications.

TABLE III

COST OF ADVERTISING IN MAIL-ORDER PUBLICATIONS

Location of Publication	Asserted Circulation	Line Rate	Space Discount
New York . . .	505,804	$2.00	No discount
New York . . .	150,000	.75	No discount
New York . . .	250,000	1.25	25 per cent. for 1 page
Maine	102,500	.50	No discount
Maine	791,280	3.00	No discount
Missouri	1,591,374	6.00	No discount
Massachusetts . .	76,976	.50	No discount
Illinois	431,245	1.50	No discount

In figuring rates, the quality of the circulation must be given consideration. This quality is by no means exactly the same with every mail-order medium, and the publication with a superior quality would be worth more to some advertisers, if not to all.

The column widths of mail-order publications range from 13 to 14½ picas. The page size ranges from 8 to 9⅞ inches wide to from 12 to 15¾ inches deep.

RELIGIOUS PUBLICATIONS

48. Religious publications are always issued as weeklies or monthlies; never as dailies, except when convention numbers are put out.

The religious paper is usually religious in the sense of being the mouthpiece of a church or a creed, and its sphere of influence is among the adherents or the disciples of that church or creed. There has been a decline of late years in the call for the strictly religious paper, because it is usually belated in its news, the "secular" daily papers having forestalled it; is unappreciated in its discussions, because not so many church people or religiously inclined people nowadays care for sectarian argument; and is poorly edited, because the ablest writers are not found in the sectarian class.

Liberality as to points of creed is characteristic of the church-goer of today. However, Roman Catholics never question their church councils. Nothing, therefore, said here as to the decadence of the religious papers applies to Roman Catholic publications, nor in its strongest sense to a few other publications, those of the Seventh-Day Adventists and Christian Scientists, for example.

Each of the Protestant bodies—Methodists, Presbyterians, Baptists, Episcopalians, Congregationalists, Dutch Reformers, etc.—has a small party within their respective folds that are diligent readers of their church organs, and the Hebrews have a still larger element.

There are a few strictly orthodox organs that, while being very tolerant, appeal to all Protestants. The Christian Herald, the Christian Endeavor World, and the Sunday School Times, all weeklies, are examples. The broadly religious publications, with little sectarian color, are represented in the Outlook, a weekly. Temperance also has its organs and a very loyal following.

The best of the religious publications are good mediums, and undoubtedly command more than ordinary confidence from their readers. The religious publications that circulate mostly within one state or a few states also reach a large agricultural element.

In contracting for space with the religious publications of smaller circulation, it is well to be sure of actual circulation figures and to offer a lower rate than that asked.

A number of Protestant religious publications have merged their advertising interests and offer a combination rate.

TABLE IV

COST OF ADVERTISING IN RELIGIOUS PUBLICATIONS

Kind and Location of Publication	Asserted Circulation	Line Rate	Space Discount
Weekly, Pittsburg	33,906	.25	40 per cent. for 2,000 lines or 26 insertions
Weekly, New York	228,852	1.25	20 per cent. for 1,500 lines or 52 insertions
Weekly, New York	109,417	.50	No discount
Monthly, New York	46,416	.25	21 per cent. for 1,200 lines
Weekly, Kentucky	21,761	.17	41 per cent. for 2,800 lines
Monthly, Illinois .	52,632	.25	No discount

49. Cost of Advertising in Religious Publications. The cost of advertising in religious publications may be estimated from the rates of some of the most prominent ones; these rates are given in Table IV. As usual, the rates of publications with small circulations are proportionately higher, and the publishers of these are reticent about circulation figures, preferring to give the number of post offices reached or a liberal estimate of the number of readers, rather than actual figures.

50. Column Widths of Religious Publications. There is so much diversity in column widths among religious papers that new rate cards or an up-to-date directory should be consulted before preparing copy. The range is all the way from 13 to 16 picas.

AGRICULTURAL PUBLICATIONS

51. Agricultural publications are issued both weekly and monthly. The weeklies that circulate among farmers

TABLE V

COST OF ADVERTISING IN AGRICULTURAL PUBLICATIONS

Kind and Location of Publication	Asserted Circulation	Line Rate	Space Discount
Weekly, New York . .	100,993	.60	30 per cent. on 1,000 lines
Weekly, Ohio	100,000	.50	25 per cent. on 1,500 lines
Weekly, Kansas . . .	37,672	.25	36 per cent. on 2,000 lines
Semimonthly, Indiana	165,833	.75	No discount
Semimonthly, Georgia	50,833	.20	No discount
Monthly, Missouri . .	104,458	.40	5 per cent. on 2,500 lines
Monthly, Indiana . . .	196,028	.60 to $1 According to season	
Monthly, Pennsylvania	44,833	.20	No discount

are largely the weekly or semiweekly issues of city dailies; such publications are therefore classed as both agricultural papers and weekly newspapers. The St. Louis Republic (daily) has a weekly edition whose circulation is larger than the daily edition. Other examples of the weekly agricultural newspapers are the Atlanta Constitution, of Atlanta, Georgia, and the Tribune Farmer, of New York City.

These weeklies are, however, only semiagricultural, although they circulate among agriculturists. There are a number of both weekly and monthly publications prepared especially for farmers and carrying advertising particularly adapted to the needs of farmers. A few of these are considered as authorities in regard to agricultural matters and are strong mediums. The second-rate farm publications do not have a strong hold on the interest of their readers and have less strength as mediums.

52. Cost of Advertising in Agricultural Magazines.—Some idea as to the cost of advertising in agricultural papers may be had from Table V.

53. Column Widths of Agricultural Publications. Most agricultural publications use the 13-pica column and have a much larger page than the standard magazine. There are a number with the 13½-pica column, and an occasional publication with a column 14, 15, or 16 picas wide.

NEWSPAPERS

VALUE OF THE NEWSPAPER

54. Considering it from every point of view, the **newspaper** is more important than any other single class of mediums. It may be used for both local and national campaigns and is adapted to some lines of mail-order advertising. In considering newspapers, the daily paper will be the main subject of consideration. The reasons, in detail, for the value of newspaper space will now be considered.

55. Newspaper as a Carrier of the News.—The newspaper is a part of the daily life of the people. Though a man may not read any magazine, if he can read at all, he is likely to read some newspaper; and the same is true of a woman. The news is almost as much a necessity in this day as are food and clothing. No other class of publications is so indispensable as the newspaper.

56. Local Interests.—Not only does the newspaper carry the news of the world, but it deals with political, social, industrial, and community interests, and this gives it a strong hold on its readers. Even the use of a paper by large department stores increases its value for other advertisers.

57. Concentrating Power of Newspapers.—The newspaper concentrates. A few daily papers have some national circulation and still more circulation within a radius of 500 miles of the office of issue, and some weekly newspapers have a circulation that spreads over a number of states; but excluding these exceptions, it will be found that the circulation of the daily newspaper is confined largely to the city and state of publication.

A statement from the Kansas City Star at the time this Section is being published shows the following distribution of a circulation of 132,822:

Home delivery in city . .	71,800, or 54 per cent.
News-stand sales in city .	682, or ½ per cent.
Mail subscriptions	16,559, or 12½ per cent.
Sold by out-of-town agents	43,782, or 33 per cent.
Total circulation in home city	72,482, or 55 per cent.
Total circulation outside of home city	60,340, or 45 per cent.

A statement at the same time from the Binghamton (New York) Press shows the following distribution of a total circulation of 20,639:

Home delivery	7,616
News-stand sales	942
Sold by newsboys	1,492
Mail subscriptions	3,343
Out-of-town agents	7,246
Total city circulation	10,050
Total outside circulation	10,589

A statement from a third paper, the Washington (District of Columbia) Evening Star, shows the following distribution of a circulation of 35,640:

Delivered to homes in city	24,755
City news-stand sales	3,388
Sold by newsboys	3,204
Counter sales	1,439
Out-of-city circulation, by mail	1,448
Sold by news agents	1,406
Total city circulation	32,786
Total out-of-city circulation	2,854

The very closely concentrated circulation of the Washington Evening Star may be partly explained by the fact that it is not published in a state and has no state interests.

There are other cases where the leading paper of a city has been shown by canvass to go into at least 75 per cent. of the occupied homes of the city. It is, therefore, an easy matter to cover any important city thoroughly by using its leading newspapers. Thus, while magazine publicity spreads, newspaper publicity concentrates. Though a magazine appropriation may be liberal, it will fail to make the strong impression in the average city that a liberal use of the city's daily papers would make. The newspaper enables an advertiser with a small appropriation to make a strong appeal to the people of one community.

58. Value of Reaching People Daily.—The newspaper, in addition to its concentrating power, has an additional value in that it reaches the people daily. It enables the advertiser to address his prospective customers weekly, twice a week, three times a week, or daily—just as he chooses. Aggressive newspaper advertising gives the people no chance to forget. If the weather or some event makes it possible for the advertiser to insert a timely advertisement, he can do so and get it before the people in a few hours. The copy may be changed every day. This power of the newspaper to reach so many people daily makes it the mainstay of the average retailer.

59. Confidence of Readers as a Factor.—The confidence that the readers of many newspapers have in the home paper that they read regularly, lends something to the value of the space. This "confidence value" would be greatly increased if the newspapers were as free from political and commercial influences and as vigilant in excluding fraudulent and objectionable advertising as are the best magazines. While the best newspapers now refuse to insert the indecent advertisements that were so common in newspaper columns a few years ago, a great many of the so-called high-grade papers still carry many advertisements that are obviously fraudulent or improper. Such advertisements not only tend to destroy general confidence in the paper but are positively injurious to the advertisers whose announcements are placed near the objectionable matter. An upright advertiser is justified in insisting that his appeal to the public shall not be placed near any medical or investment advertising that is wholly or partly fraudulent.

A recent careful investigation in one of the leading cities of the United States showed that the confidence of representative readers in the integrity of most of the newspapers is not what it should be. The same investigation showed that by far the most attractive features of newspapers are the local-news and the general-news columns.

60. Value of Home Circulation.—"Home circulation" increases the value of the newspaper for most advertising. Home reading not only means, as a rule, more attentive reading, but reading by a larger number of people. Generally speaking, newspapers are not read in the home to the extent that magazines are, but many newspapers are "home papers" to a great extent. The weekly and Sunday newspapers excel the daily editions in this respect; and in the daily field, papers delivered at homes and those sent out on mail subscriptions have greater home-reading qualities than those sold on the street and at news stands, for the simple reason that the paper delivered at the home is less likely to miss getting into the home.

MORNING PAPERS AND EVENING PAPERS

61. Both morning and evening newspapers have good arguments in their favor. The morning papers that go to homes reach there early in the day—before the housekeeper starts out to do the day's buying—and the advertisements are consulted just when they are likely to serve as guides for the day's shopping. The evening papers, on the other hand, reach readers at the time when the day's work is done and when they have the most time and inclination for reading.

There is, of course, a proportion of both morning and evening newspaper circulation that is only "street circulation," being read on the street, in the car, the hotel, the barber shop, etc., and then thrown away; and while this may not detract from the value of the medium so far as the advertising of men's goods is concerned, it does detract from its value as a medium for reaching women.

62. The morning papers are most likely to be read by business men and their wives—people that have a little time to read a newspaper before taking up their duties for the day. Such newspapers usually have quality of circulation, but lack quantity. Their subscription price is, as a rule, higher than that of evening papers, and their street sale is smaller. They are good mediums for advertisers that cater to people of culture and means, and, unless their circulations are very small, they are superior to evening papers for this class of advertising. Evening papers are most likely to be read by working people and by busy housekeepers that have no time to read morning papers. Such papers usually have a greater quantity of circulation but not as high quality. As a rule, the subscription price is lower than that of morning papers and their street sale greater. They are good mediums for advertisers that cater to the masses.

These conditions may be reversed, however, owing to the political or editorial policy of a paper. In some cities the morning paper has the largest circulation, either because a majority of the residents are of the same political faith or

because the policy of the paper is more acceptable to the majority than that of the evening paper. There are also cities in which the higher-priced paper is the evening paper. Of late years many high-grade papers that sold for 2 cents or 3 cents a copy have reduced the price to 1 cent. Therefore, the 1-cent paper is not necessarily the paper with the lowest grade of readers; the claim of publishers of 2- and 3-cent papers that their circulation is worth more is occasionally, but not always, sustained by facts.

63. Ordinarily, the retailer is familiar with the local papers and knows which has quality of circulation and which has quantity of circulation. He also knows whether his goods will appeal to the classes or to the masses or to both, and whether he can best afford to spend all his newspaper appropriation in one paper or whether he can use more than one. If more than one is used, he must decide how much to expend in each. This will depend on what number of probable customers each paper can reach for a given amount of money. The patronage of the local advertiser incidentally furnishes the general advertiser a clue to the character of a newspaper's circulation.

No reliable statistics showing the average number of readers to a copy of the average newspaper are available. It is certain, however, that the newspaper does not pass through so many hands as does the magazine. Its life is not so long. Usually, when a daily newspaper is a day old, its usefulness is ended. The weekly newspaper has a longer life, particularly if it goes into the home of a family where no daily papers are received.

WEEKLY NEWSPAPER

64. The decreased subscription price of the daily paper and the improvement in mail facilities—such as rural free delivery—have resulted in an encroachment of the daily on the former exclusive field of the weekly.

The weekly paper still holds sway in the small towns, villages, and rural districts and will always be an adver-

tising factor to be reckoned with, but its scope has diminished in favor of the dailies from the large cities and the new dailies springing up in growing towns. As already mentioned, there are a number of weekly and semiweekly newspapers (usually published by the proprietor of a daily newspaper) that enjoy a wide circulation in their own state and sometimes over a number of other states.

The families that subscribe for weekly newspapers and receive no other, give them more attention than the average daily newspaper receives.

65. "Patent" Insides and Outsides.—Many weekly newspapers have **patent insides** or **patent outsides.** These terms refer to pages that are already printed on the paper when the publisher of the weekly newspaper receives it. These "patent" pages usually contain cheap stories, general matter, and general advertisements; they save the publisher something in the cost of composition, but the "patent" newspaper is inferior to the "all-home-print" newspaper. Other publishers of weekly and daily newspapers use plated reading matter (usually called "boiler plate") to save the cost of composition. This, too, is inferior to home-print matter, principally because the matter is not newsy and does not pertain to local affairs.

POSITION AND RATES FOR NEWSPAPER ADVERTISING

66. The position required for a large newspaper advertisement is not so important as that for a small one. A half-page advertisement will be seen no matter where it is placed in the newspaper, but a 4-inch single-column advertisement, if not placed judiciously, may be so obscure that it will be seen by only a small proportion of the readers.

67. Choice of Pages.—There are only a few newspapers that sell space on the first page, and these usually sell only 1 or 2 columns. The choice pages are usually the

all local news pages, the general news page, the last page, the editorial page, and the page opposite the editorial page.

Of course, if the article to be advertised is in the line of sporting goods, then the sporting page is the best place. Likewise, the literary or book-review page would be the best for the advertisement of a new book, unless the book appealed to a class more likely to give attention to some other page. A successful advertiser of an article purchased exclusively by women always tries to have a 2-inch advertisement of his own inserted on a page with a large dry-goods advertisement, because he knows that women are sure to give attention to pages of this kind. Some newspapers ask a special rate when they are requested merely to put the advertisement on a special page; others do not charge extra for this favor. Advertisers in weekly newspapers nearly always specify "position on home-print page."

68. Full Position.—A position at the top of a column with reading matter along one side, or a position at the bottom of a column following reading matter and with reading matter along one side, is known as **full position,** or **preferred position.** When an advertisement is on the most suitable page and has this position, it is placed most advantageously. An advertisement placed alongside of reading and having reading matter under, might have a "good position," but it would not have full position. Sometimes the term *special position* is used synonymously with full position, or preferred position, but as some newspapers regard other positions as special, it is better for the advertiser to be on the safe side and stipulate just what position his advertisement shall occupy and what page it is to appear on—if he has any preference. The Sterling piano advertisement shown in Fig. 4 is in full position, as is also the reading-notice advertisement shown in the lower right corner of Fig. 5. The Guardian Trust Company advertisement in Fig. 5, with reading on three sides, has more than full position.

69. Charges for Full Position.—A charge varying from 25 to 33⅓ per cent. more than regular rates is made by

STATE POLICE COMBAT BLACK HAND GANG

Pennsylvania Constabulary Doing Good Work in Breaking Up Lawless Societies.

FOUR TROOPS OF FIFTY MEN.

Unique Organization Has Secured Conviction of Several Leaders in the Coal Regions.

In Pennsylvania a means has been found of curtailing the murderous activities of that organization, which, under the name of Black Hand, has been committing outrages all over the United States.

While the police force of the City of New York is powerless to prevent the almost daily murders and outrages that mark the work of the Black Hand in the metropolis, while postal inspectors are striving to find means by which the Postmaster General's department can prevent Uncle Sam from innocently acting as the agent who carries dread threats, and while special laws are being enacted in some states and legislation may be introduced into Congress at the next session, the Keystone State, through its own normal police machinery is steadily stamping out every vestige of this Italian outlawry.

The work is being done through the State Constabulary, an organization unique in the United States. It consists of four troops, each made up of a captain, lieutenant, five sergeants and fifty men. The force, under the command of Captain John C. Groome, has been most carefully made up of picked men, and there are many noted athletes, rough riders and men who made reputations in the short lived Spanish-American War, included in the number.

This organization is entirely separate from any local police organization, and takes precedence in authority anywhere it goes. The superintendent, Captain Groome, can compel local authorities to give aid to his men, though usually he prefers to work alone.

The original intention in creating the State Constabulary was to have available at all times a well equipped force that would be moved quickly from place to place when turbulence or disorder too great for the strength of the local authorities necessitated outside help. Particularly was it expected that the State Constabulary would have its work cut out in the coal regions, where thousands of foreigners, unfamiliar with American institutions, and in many cases out of sympathy with them, were too strong to be handled by city and town police or county squires.

It was feared at first that the unlimited powers of the State Constabulary might lead to friction with local police, and at first there were some hints of difficulty, but in its two years of existence the new body has done such valuable work that it is welcomed everywhere in times of disorder.

Undoubtedly the best of its achievements has been the recent triumph over the Black Hand. It has been stated that the breeding ground of this dread Italian organization in this country was the anthracite coal district of Pennsylvania. Certain it is that in the district whose biggest cities are Wilkesbarre and Scranton its first serious outrages are noted.

In Pennsylvania the first display of the power of the Black Hand was disclosed in a mysterious system by which a whole [illegible] of miners was made [illegible]

Bitter Truths about Pianos

There was a time when the name piano suggested to everyone not only a high idea of art but a sentimental feeling of art. Unfortunately, commercialism or the love of just making money seems to be changing the very meaning of the word piano. To-day hundreds of so-called pianos are run through factories like lawn mowers or sewing machines. The business of these factories is making pianos for the trade. The name of the real maker is hidden from the public—the general store buys these makers' pianos by the yard, stencils its name upon them, and with flaming advertisements claims authorship to a great artistic instrument. A so-called bargain price sweetens the bait and the unfortunate purchaser soon starves his very soul for the want of the real music which he never gets. Whether or not you buy a

Sterling

with a genuine artistic record of nearly half a century, do buy a piano that has a reputation at stake, then you will at least get something that will cultivate your highest sense of the true and beautiful in music, as well as prove a safe money investment. We have more than 400 pianos in stock—reputable pianos, that carry a genuine guarantee; pianos that will protect your interests. We have them at the lowest price for which a good piano can be made to the highest priced piano it is possible to manufacture.

The Sterling Piano Co.

HEAD WAREROOMS,
518-520 Fulton Street, Cor. Hanover Place, Brooklyn.
OPEN SATURDAY EVENINGS.
BEDFORD BRANCH, 1234 BEDFORD AVENUE.
Open Monday, Wednesday and Saturday Evenings.

FORMER EAGLE HUMORIST NOWA BAPTIST MINISTER

Robert J. Burdette Presides Over Auditorium That Seats 5,000 Persons.

LIVES IN MISSION PALACE.

His Sermons a String of Pretty, Pleasant Thoughts—His Conception of Humor.

(Correspondence of the Eagle.)

Pasadena, Cal., Aug. 17—Robert J. [illegible] years ago [illegible] Eagle, [illegible] designed for the parade of Fifth avenue; his fine manners would grace a French salon; his pleasant ways would win a stranger. Everything around him was fresh, new and costly. What a contrast between his present luxurious surroundings and the days when he was writing funny stuff in that earlier day. I mentioned it to him and he smiled.

"Quite different, Dr. Burdette."

"Yes; not quite the same."

"Excuse me for not calling you doctor. I'd rather call you Bob to-day. It seems more natural. Have you a hankering to go back to the grind?"

"You know a man who once gets ink on his thumb is never able to get it off," he said, slowly. "I always like to see the newspaper boys, and I often think I'll go back to the turn in the road; but it's fifteen years since I was of the fraternity."

What "the Fellows" Are Doing.

"Is newspaper humor growing dull, Dr. Burdette, since your day?"

"Not at all; it's better than ever. Nothing in our day like the oceans of bright stuff found in our big papers. F. Peter Dunne and his 'Dooley' papers is but one instance in decene."

"You keep track of what [illegible] doing?"

We never have permitted and never will permit any one to undersell us or successfully to dispute our supremacy in any branch of our business.

THE WHAT FAIR

Men's Fall

MoisturePoof Sho
For Women.
The A. & S. $3.50 Co
Filled Footwear.
Footwear that will
you dry shod in anythi
a deluge. These cork
black Russia calf Shoe
women, with welted ex
sion soles and medium rou
last, with low heels, are
the proper thing for F
weather, when the pos
bility of a shower at a
moment is great.
Easy fitting, easy wearin
and give lasting satisfactio
in lace and button styl
$3.50 a pair.

Writing Paper,
15c. Value, at 5c. a Q
Hurd's 15c. Fre
Chiffon Paper 5c. qua
Thousands of quires of
popular fabric finish Pa
have been sold during the pa
month. It is the most wo
derful bargain in quire Pa
we have ever offered.
French chiffon finish
white, blue and gray.
size is Douglas, most favor
for letter writing. Envelop
are 7c. a package.

Belgian Ch
The "Deauv
This remarkable Broad
examined by most of the b
one and all agree that it is
that has been woven to sell
wide. French costume sha
yard.

The "Anchor D

...ll, chairm... ...which h... ...was ... ...ppeared as ... ...ith ... ...by Po-
...itions of four... ...and Benjamin ... ...ppeared as ... ...licman Doyle ... ...ford avenue
...d avenue tunnel, to-day ... woman's counsel. The hearing before ... station, who passed along just as the
...wing committees: ... Magistrate Hylan this morning was long. ... boys were leaving the store by way of
...e Governor Hughes: ... The accused denied the assault and de- ... the fanlight. He seized both and took
...hairman; A. V. B. ... cision was reserved. In the course of his ... them to the station house, where they
...Jenkins, Kenneth F. ... story the lawyer said that he did not ... were locked up.
...S. Murphy, W. W. Car- ... know if he had assaulted the defendant
...more, Thomas F. Freel, ... after the original attack, b ut he knew
...s G. Clark, William ... that two fingers of his hand were broken
...Ranbury, Jeremiah J. ... in the scuffle.
...rnahan, William J. ...
... Butler, William M. ... **SAFEGUARDS FOOD STUFFS.**
...W. Singleton, August ...
...us N. Bowles, William ... **Exportation Forbidden in Order to**
...Frank T. Hutson, William ... **Reduce Prices to Poor.**
...e E. Peale, C. C. Shubert, ...
...nbe, James P. Farrell, ... Constantinople, September 25—With the
...ore, Joseph P. Connell, ... view of further alleviating the distress
... Charles S. Devoy, ... caused by the high prices here of the
...Marcus Campbell, P. ... necessaries o flife, the government has
...eily, Morris Nason, ... entirely prohibited the export of wheat
...McCormick, David S. ... from the villages of Uskup, Monastir,
...eaver, I. Tarshis, Ed- ... Saloniki, Adrianople, Erzeroum and
...; William A. Prender- ... Smyrna, and from the ports of the Black
...gast. ... Sea and Sea of Marmora.
... plan of organization. ... In addition to the exemption of foreign
...etyre, Thomas F. Freel ... wheat from duty, imports of foreign flour
...nahan. ... are only subjected to a duty of 8 per
... consider legal matters. ... cent., while the usual tax of 2 per cent.
...on. James F. O'Neill, ... has been abrogated on arrivals from the
... Elmer S. White, Wil- ... ports of the empire not included in the
... Martin F. Lynch, ... prohibited area.
... Andrew F. Van Thun, ...
...and the president and ...
...mmittee.

HOOTS AT TROLLEY.

Badly Injured Because Entered Melon Patch.

...tember 25—As the re- ...mping off a special trol- ...with fifty-seven exposition ...route to their work, and ...watermelon patch of R. T. ... the car stopped for sig- ...Mason's Creek drawbridge ...bition grounds to-day, the ...farm blazed away with a ... entering the car and ...ple. There were many ...from serious injury, but ...ruck the injured mostly ...and the nose of one pas- ...strated. The worst in- ...Mattie Graham, a con- ...ment clerk, who suffered ... and is now in the Po- ...ital on the exposition ...bers more seriously hurt ...by, F. M. Brown and John ...rtunately for those on the ...re fired at a distance of ...was great excitement on ... whose passengers were ...

...ntered the melon patch ... A warrant of arrest has ...t against Farmer Powell.

WITH AUTO THEFT.

...tsbury Man Whose ... Wrecked Are Ar- ...on Suspicion.

...to the Eagle.)

...E., September 25—Last ...rted in the Eagle, an auto- ...ing to William G. Park, of ...as stolen, it being found ...ner on the side of the ...as from the wide of the ...een run into a tree and

...d Bond and Robert Den- ...mployed on the Park place, ... it being suspected that ...took the machine out, ran ...y into the tree and then, ...accept the blame, let it be ...t the machine had been

RUMORS FROM MOROCCO.

Mulai Hafid's Star Believed to Be Waning There.

Paris, September 26—The chief interest of the French government at present is in the question whether Mulai Hafid will contest by force of arms for the sultanship with his brother, Sultan Abd-el-Aziz. The advices on the subject are more fcontradictory. Some say that the entire southwest of Morocco is enlisted under Mulai Hafid's standard and that his ...kaid, Mulai Rachid, with a strong army is already marching on Rabat.

Other advices, regarded as more reliable, say that Mulai Hafid's star is waning, that he is without money, that his army is fading away and that he is seeking a pardon.

FARRAGUT VETERAN DEAD.

New London, Conn., September 25—Alexander Mack, who served as captain of the mainto p of the Brooklyn in Admiral Farragut's squadron at the capture of Mobile on August 5, 1864, died last night, aged 71. He lost his left arm, was shot through both legs and had eleven other wounds in that engagement, yet he survived, and served in the navy as a boatswain from 1872 to 1889. He was given a medal for bravery by Congress.

SAID THEY HAD NO LICENSE.

Charged with conducting an undertaker's business without possessing a proper license, William Ringe of 489 Seventh avenue, and John W. Woods of 46 South Third street, were held for the Court of Special Sessions when arraigned in the Flatbush court before Magistrate Bisert, this morning. William Boardman of 8 Clinton street, who is president of the Kings County Undertakers' Association, was complainant against the men.

Interest on Your Bank Deposit

Is equivalent to an additional deposit at regular intervals. Both deposit and interest subject to check, with equitable rates of interest.

Guardian Trust Co.

OF NEW YORK.

170 Broadway, cor. Maiden Lane.

COLD AT THE TROPICS.

At Twelve Miles Up in the Air It Is 148 Degrees Below Zero.

Dresden, Saxony, September 26—At the meeting to-day of the Congress of German Scientists a remarkable statement was made by Professor Hergesell of Strassburg University that atmosphere at high altitudes is the coldest over the Equator and the warmest above the poles. This surprising result, he explained, was determined by balloon ascents, made during the month of July in various latitudes, under the auspices of the international committee which has been investigating the atmosphere at high altitudes.

The observations, which were taken with automatic instruments attached to unmanned balloons, have not yet been worked out in details, but Professor Hergesell finds his conclusions abundantly proved through the data thus collected. Ballons which reached altitudes of eleven to twelve and one-half miles in the tropics were found to have registered about 148 degrees below zero, Fahrenheit, while in the latitude of Central Europe the temperature was only 76 to 85 below zero at the heights indicated.

Another fact established by these balloon ascents is that the greatest cold of the upper atmospher es reached at heights from six to six and three quarter miles, varying somewhat in different parts of the world. Above that height, contrary to the assumption of scientists hitherto, the air actually grows warmer. This warmer strata of air is deduced to be highest at the Equator and lowest at the Poles, where it is estimated to begin at about four and one-third miles. Professor Hergesell concludes that the atmospheric conditions affecting the weather do not reach higher than seven miles.

GOEBEL'S BROTHER DENIES IT.

Says There Is No Truth in Story About Turner Igo.

Phoenix, Ariz., September 25—Justus Goebel, a brother of the late Governor Goebel of Kentucky, residing in Phoenix, commenting on the affidavit made by a woman in Richmond, Ind., who alleges that Governor Goebel was killed by Turner Igo, at the instigation of the son of John Sanford, says the story is pure fabrication. He says the facts as set forth in the affidavit are at variance with the proved facts, that they cannot be considered.

He denies that the prosecution of any person is a political persecution. He says that the only persons interested in the prosecution are himself and his brother, Arthur, of Cincinnati, and such friends as may aid them in avenging the death of the Governor. They have no desire to convict an innocent man, and this should be real murderers, and for this reason they have followed every reported view, each of which, if not utterly discredited, was finally traced back to Taylor and Powers. Continuing, he said:

"The prosecution, which has been conducted without abatement of enthusiasm for eight years, will be conducted as long as there is a Goebel, young or old, alive, and until the guilty parties have been brought to justice. We will get Governor Taylor sooner or later, as he cannot always find an asylum in Indiana."

...tember ... H. Choate, ... the American delegation to the peace conference, is ready to acknowledge the defeat of his scheme for the establishmat of a permanent court of arbitration here, but he and James Brown Scott, Solicitor of the Department of State at Washington, and a member of the delegation, are doing verything possible to induce the majority of the delegates to adopt Mr. Choate's last proposal, namely, the election of fifteen judges of the court by a direct vote of the governments in the forthcoming plenary sitting of the committee on arbitration.

Sir Edward Fry (Great Britain) opposes the American plan, and suggests that the project be submitted to the governments for study.

Dr. Ruy Barbosa (Brazil), M. Merey vch Kapos-Mere (Austria), and Baron Barschall von Bieberstein (Germany) maintain that as it is impossible to agree on the selection of judges, it is useless and unfair, to recommend to the governments a scheme which the committee has approved only conditionally and subject to a settlement of the question of the election of judges.

MORNING MOTOR RACES OFF.

It was the intention of the Motor Boat Club of America to run this morning the one nautical mile championship, which ended in a fiasco yesterday. Several of the boats, however, were being repaired, and inasmuch as the other conditions were not favorable, it was decided to postpone the event until to-morrow.

This afternoon programme consisted of races for various classes. The boats have all been repaired and will be able to start in the respective events.

YOUNG BOY MISSING.

The police of the Fifth avenue station were notified this morning that Henry Berglund, aged 12, of 459 Twentieth street, had been missing from home since early yesterday morning. A general alarm was sent out for him.

PUTS THE "GINGER" IN

The Kind of Food Used by Athletes.

A former college athlete, one of the long distance runners, began to lose his power of endurance. His experience with a change in food is interesting.

"While I was in training on the track athletic team, my daily 'jobs' became a task, until after I was put on Grape-Nuts food for two meals a day. After using the Food for two weeks I felt like a new man. My digestion was perfect, nerves steady and I was full of energy.

"I trained for the mile and the half mile runs often every day, and despite so much endurance) and then the long daily 'jogs,' which before had been such a task, were clipped off with ease. I won both events.

"The Grape-Nuts food got me in perfect condition and gave me my 'ginger.' Not only was my physical condition made perfect, and my weight increased, but my mind was made clear and vigorous so that I could get out my studies in about half the time formerly required. Now most all of the University men use Grape-Nuts for they have learned its value, but I think my testimony will not be amiss and may perhaps help some one to learn how the best results can be obtained."

There's a reason for the effect of Grape-Nuts food on the human body and brain. The certain elements in wheat and barley are selected with special reference to their power for rebuilding the brain and nerve centres. The product is then carefully and scientifically prepared so as to make it easy of digestion. The physical and mental results are so apparent after two or three weeks' use as to produce a profound impression. Read "The Road to Wellville," in pkgs. "There's a reason."

FIG. 5

publishers for putting advertisements in full position. For putting an advertisement merely next to reading matter, the extra charge is usually 15 to 20 per cent. Not all publishers are able to get advertisers to pay these extra charges, however. Publishers of the larger papers do so, but a great many—most newspaper publishers, in fact—in order to get a large order, have to promise special position without extra charge.

70. Size and Space for Full Position.—Practically all large newspapers have some regulations concerning the size of advertisements that are to go in special position. These regulations are by no means uniform. Some papers will sell special positions to very small advertisements (see the Guardian Trust Company advertisement, Fig. 5), while others require special-position advertisements to be at least 4 inches deep. The reason for the extra charge is due to the superior location and to the fact that a publisher can give such position to only a limited number of advertisements.

71. Run of Paper.—Advertisements that the publishers accept without agreeing to give special position are said to take **run of paper** (sometimes abbreviated to *r. o. p.*); that is, to go wherever the publisher or his make-up man finds it most convenient to run them. Most large copy is placed in this way, the size of the advertisements being such that they cannot be made obscure.

72. General Cost of Newspaper Advertising.—In the general advertising field, large advertisers figure on paying in the neighborhood of one-seventh of a cent a line per thousand of circulation for the newspaper space they buy; this would be 1 cent a line for a circulation of 7,000, or 5 cents a line for one of 35,000. The average is a fairly low one and can be arrived at only by using papers of large circulation and by buying enough space to get the minimum rate. Papers with circulations of less than 25,000 usually ask a higher rate than 1 cent a line for each 7,000, and some publishers that claim superior quality of circulation ask at least double this rate. This leads up to the conclusion that

papers with large circulation sell their space at a cheaper price than those with small circulations, and this is nearly always true. Inexperienced advertisers frequently err in selecting a paper that offers a low rate when the paper with a rate double that of the cheap paper may have a circulation three or four times as great. Such advertisers injudiciously base their decisions on the appearance of the paper and their advertisement in the columns, forgetting that quantity and quality of circulation are always the important considerations when fixing the value of a newspaper, and that quantity is usually the more important.

The best newspapers maintain their rates, but rate-cutting is one of the evils of the newspaper field. The fact that many publishers will cut their rates in half, forces advertisers to pursue a "dickering" policy; that is, to start with a small offer to the publisher and gradually increase it, creating the impression that a competitive paper will be used if the offer is not accepted.

NEWSPAPER ADVERTISING TERMS

73. In order to estimate the cost of newspaper advertising more specifically, it is necessary to reproduce some rate cards and to explain the technical terms peculiar to newspaper rates.

74. Flat Rate.—A rate that remains the same regardless of the size of the advertisement or the number of insertions, is called a **flat rate.** Such a rate is seldom offered by papers of small circulation, for it is to their interest to encourage advertisers to make long-term contracts in order to secure a low rate. It is usually the paper of large circulation that has the flat rate, although only a few newspapers have so far adopted a strictly flat rate. Most large papers have a fixed rate for display advertising up to a certain amount of space, with various discounts when larger quantities of space are used. In Fig. 6 is shown a specimen rate card, adapted from that of a Philadelphia paper of large circulation. This

paper, however, does not offer a flat rate but gives discounts on certain quantities of space.

DISPLAY ADVERTISING

Daily and Sunday

	Per Agate Line
General rate	25c
Specified page	28c
Next to reading	30c
Following and next to reading	35c
Bottom of column, following and next to reading	40c
Reading Notices, Starred, ***	$1.00

(Financial, Amusements, Excursions, Turf, Building Associations, Proposals, Dividend Notices, Annual Meetings, Special Notices, Business Changes, etc. take general rate; New Publications, 15c per line net.)

DISCOUNTS ON YEARLY ORDERS

For either space or insertions; not both

Lines	*Per Cent.*	*Insertions*
2,500	2½	26
5,000	5	52
7,500	7½	156
10,000	10	312

These discounts apply on monthly bills when advertising is on contract, otherwise are rebated at the end of every 12 months.

Two per cent. cash discount on all bills paid by the 15th, all bills due by the 25th instant without discount.

MINIMUM FOR BREAKING COLUMNS

Adopted by the Philadelphia morning papers

Lines	*Columns*	*Lines*	*Columns*
50 . . . across . . .	2	125 . . . across . . .	5
75 . . . across . . .	3	150 . . . across . . .	6 or 7
100 . . . across . . .	4	168 . . . across . . .	8

Exception for "run of paper" 25 lines across 2 columns.

Length of column, 336 lines; width 13 ems pica; 8 columns to page.

FIG. 6

75. Variable Term Rates.—Rates that vary according to the number of insertions of the advertisements, are known as **variable term rates.** For instance, according to

specimen rate card shown in Fig. 7, which is adapted from that of a paper of 20,000 daily circulation, the rate for a 6-inch, single-column advertisement, to be inserted daily for 1 month, would be 50 cents an inch, each insertion. If the advertisement were to run 3 months, the rate would be reduced to 37½ cents an inch, each insertion.

ADVERTISING RATES

Transient Rate, $1 per inch, for each insertion.

Advertisements running 1 week, 75 cents per inch, for each insertion.

Advertisements running 1 month, 50 cents per inch, for each insertion.

Advertisements running 3 months and upwards, 37½ cents per inch, for each insertion.

To secure the minimum rate, at least 5 inches must be inserted every day for 3 months.

Full position, 25 per cent. extra. Alongside reading matter, 10 per cent. extra.

No full position for advertisements less than 3 inches, except by special arrangement.

Telegraph readers, 35 cents per count line. Local readers, 25 cents per count line.

Display contracts not completed will be charged for at short-term rates.

SCHEDULE OF PRICES FOR WANT ADVERTISEMENTS

For Rent, For Sale, Real Estate, Lost, Found, Agents Wanted, Business Opportunities, Money to Lend, ½ cent per word for each insertion.

Situations wanted, three lines free. Excess, ½ cent a word.

Help wanted, ½ cent a word.

All other classifications, 1 cent a word for each insertion.

No advertisements inserted for less than 10 cents.

Terms.—Cash, invariably in advance.

FIG. 7

76. Variable Space Rates.—Rates that vary according to the total amount of space used in a stated period (usually 1 year) are called **variable space rates.** These are also called "Bulk-Space Contract Rates." Thus, according to specimen rate card shown in Fig. 6, if 2,500 lines were used

DISPLAY—RUN OF PAPER

Regular Insertions, Agate Measurement—14 lines to the inch. Minimum, 1 inch

Every day	*Every other day*	*Twice a week*	*Once a week*
1 day . . 14c	. . . . .	. . . . .	. . . . .
3 days . 13c	. . . . .	. . . . .	. . . . .
1 week . 12c	13c	. . . . .	. . . . .
2 weeks . 11c	12c	. . . . .	. . . . .
1 month. 10c	11c	12c	13c
2 months. 9½c	10c	11c	12c
3 months. 9c	9½c	10½c	11½c
6 months. 8c	9c	10c	11c
1 year . . 7½c	8c	9c	10c

DISPLAY—OPTIONAL—RUN OF PAPER

Space to be used at option of advertiser within 1 year

1,000 lines 13c	5,000 lines 10c
2,000 lines 12c	7,500 lines 9½c
3,000 lines 11c	10,000 lines 9c
	20,000 lines 8½c

SPECIAL POSITIONS

Top of column next to reading, or first following and next reading (42 lines minimum), 33⅓ per cent. extra. Next to reading, 20 per cent. extra—any specified page 10 per cent. extra. Display advertisements ordered in body type (nonpareil) for full position must have a distinctive heading and be preceded or followed by cut-off rule.

READING NOTICES

Preceded by pure reading, with cut-off rule, set in body type (nonpareil), single insertion 50 cents a line; 500 lines, 40 cents.

Telegraphic readers are charged for at regular reading-notice rate. No advertising is inserted on first or editorial page.

CLASSIFIED "WANTS"

One cent a word each insertion, the count including the words indicating the classification and the address. If ordered set in lines, 8 cents a line. No advertisement taken for less than 10 cents. Agate capitals double price. Display type not allowed.

SPECIAL RATES

Schools, Colleges, Hotel, Resorts, Transportation Lines, Books and Periodicals, and Mail-Order Advertisements, 10 cents a line (flat rate). Amusements, 14 cents a line.

Transient page rate, $275; half page, $150; quarter page, $80.

GENERAL INFORMATION

Width of columns, 13 ems pica—2⅛ inches. Length of column, 300 lines, agate. Eight columns to page.

FIG. 8

in 1 year, the rate would be the general rate, less $2\frac{1}{2}$ per cent. As the general rate is 25 cents a line, the advertiser contracting for 2,500 lines would have a net rate of 24.375 cents a line. If 10,000 lines were used within 1 year with this newspaper, the rate would be 25 cents, less 10 per cent., making the net rate $22\frac{1}{2}$ cents a line. In the figuring of rates, it is customary to deduct all discounts (except the cash discount) from the rate per line, thus getting the net line rate as a basis for other calculations. If special position is to be purchased, and the publication charges a fixed percentage for full position, as does the paper whose rates are shown in Fig. 7, the general net rate should first be found, and the percentage for full position added; this should then be multiplied by the number of lines to be used. Suppose, for example, that an advertiser used space continuously for 3 months. Buying space according to card shown in Fig. 7, he would be entitled to a rate of $37\frac{1}{2}$ cents an inch. Adding 25 per cent. to this for full position, the rate would be brought up to $46\frac{7}{8}$ cents an inch. If an advertiser bought 5,000 lines with a paper having rates like those of card shown in Fig. 6, and stipulated that his advertisements must be placed next to reading, his net rate would be 30 cents a line, less 5 per cent., or $28\frac{1}{2}$ cents. In the rate card shown in Fig. 6, the charge for position is merged with the other rate, but most papers have a fixed percentage charge of from 20 per cent. to $33\frac{1}{3}$ per cent. extra for full position.

If a publisher has one rate for the user of 5,000 lines and a lower rate for the user of 10,000 lines, an advertiser using 7,500 lines would be entitled to only the 5,000-line rate.

77. Suppose it is desired to find the cost, when dealing direct with the publisher, of inserting 15 double-column advertisements 3 inches deep, next to reading, and 10 triple-column advertisements 75 lines deep, run of paper, in the newspaper represented by the card shown in Fig. 8, which is adapted from that of a western newspaper of 75,000 circulation. As each double-column advertisement contains a

total of 84 lines, the total amount of space occupied by the small advertisements would be $84 \times 15 = 1{,}260$ lines. The triple-column advertisements would contain a total of 225 lines each. As there are 10 of these, the total number of lines occupied by the large advertisements would be $225 \times 10 = 2{,}250$ lines. Therefore, the total amount of space to be occupied by the entire series of copy would be $1{,}260 + 2{,}250 = 3{,}510$ lines. According to the rate card in Fig. 8, the use of 3,510 lines would entitle the advertiser to a rate of 11 cents a line. But as position next to reading is ordered for the small advertisements, the rate on these must be increased 20 per cent., making it $13\frac{1}{5}$ cents. Therefore, the cost would be as follows:

1,260 lines, at $13\frac{1}{5}$ cents a line	$166.32
2,250 lines, at 11 cents a line	247.50
Total cost	$413.82

It will be observed that an advertiser that will use at least an inch every day can get a rate of $7\frac{1}{2}$ cents a line with the newspaper using the card shown in Fig. 8.

DISPLAY

When matter is electrotyped, 15 cents per inch. When composition is required, 5 cents additional. No discount for time or quantity.

Special position, top of column alongside reading matter or first following and alongside reading, add 15 per cent.

READING NOTICES

Among pure reading, 7 cents per counted line.

Among other notices, 5 cents per counted line.

Classified advertisements—Wants, For Sale, Agents, etc.—half cent a word, each insertion, no advertisement taken for less than 10 cents.

GENERAL INFORMATION

Dimensions.—Eight to 16 pages, 7 columns to page, eacn $20\frac{1}{2}$ inches long and $2\frac{1}{8}$ inches (13 picas) wide.

No advertising accepted for first page.

All bills are payable on 1st of each month.

FIG. 9

78. Rate Per Line.—The rate charged for each agate-line space occupied by an advertisement is called the **rate per line.** Thus, if the rate is 5 cents a line, each insertion, a 4-inch advertisement would cost $\$.05 \times 4 \times 14 = \$2.80$ per insertion, there being 14 lines of old-style agate in an inch. It would make no difference whether the advertisement were set in 10-point or 12-point, or whether half the space were devoted to illustration or to white space, the total amount of space used would be measured and charged for on a basis of 14 agate lines to the inch. In a few papers, the rate is so much per nonpareil line, 12 lines to the inch.

79. Rate Per Inch.—The rate charged for an advertising space 1 inch deep and 1 column wide is known as the **rate per inch.** The space occupied by an advertisement is never charged on a square-inch basis, but on a column-inch basis. Thus, an 8-inch, double-column advertisement occupies 8 inches $\times$ $4\frac{3}{8}$ inches = 35 square inches, but is charged as 8 inches $\times$ 2 columns = 16 column inches. A great many smaller daily papers and most weekly newspapers charge by the inch rather than by the line, as shown in the specimen card, Fig. 9, which is taken from that of a daily having 6,000 circulation.

80. Extra Charge for Cuts or Large Type.—Some papers charge extra for the actual space occupied by the cut portion of an advertisement or for the displayed portion, if the display type is unusually large. This is done to discourage over-illustration or extravagant display. The number of newspapers imposing such restrictions is decreasing, for the simple reason that the restrictions are hindrances to securing orders for space.

81. Breaking Column Rules.—If an advertisement is 2 columns wide, it breaks the rule that runs between the two columns. If it is 3 columns wide, it breaks two such rules, etc.

There are still a few newspapers that make an additional charge for each column rule broken. In such a paper, it would cost less to run 10 inches single column than 5 inches

double column. Other papers decide on a minimum space that may be occupied by an advertisement that breaks column rules, as shown in specimen rate card in Fig. 6. The object of these restrictions is to prevent a small advertiser from spreading his advertisement over several columns, which spoils the appearance of the page and also prevents the proper display of other advertisements. If an advertiser in dealing with a large newspaper insists on running double-column advertisements that are only 2 inches deep, and the publisher's rule is that double-column advertisements shall be 3 inches deep, the publisher will run the advertisements with ½ inch of extra space at both top and bottom and charge for 3 inches double-column. It may be said, however, that large advertisers protest vigorously against paying for such extra space, and sometimes the publisher waives his rule. The difficulty may occasionally be adjusted by the resetting of the advertisements by the publisher in the space required by his rules.

Note the following from the card of a league of four newspapers.

On advertisements more than 1 column in width, the minimum number of lines to be accepted is as follows:

Columns	Lines Deep
2	28
3	35
4	56
5	84
6	98
7	140

82. Change of Copy.—None but papers having small circulation and low space rates make any charge for change of copy. Frequent change is necessary for securing the best results, and progressive publishers make their rates high enough to cover the cost of composition and will permit change of copy whenever desired. Many small dailies, however, and a great many weeklies still have different rates for electrotype matter and matter that must be set, as will be observed by referring to the specimen card shown in Fig. 9.

The specimen card shown in Fig. 10 gives some further interesting information. This card is adapted from that of a newspaper of 60,000 circulation. Note the minimum size of

DISPLAY RATES

Agate Measurement

		SPECIAL PAGES			
	R. O. P.	*First*	*Last*	*Editorial*	*Any other Specified*
One insertion	15c	20c	20c	18c	16c

DISPLAY CONTRACTS

(*To be used only for the business of the contracting advertiser and within a year*)

		SPECIAL PAGES			
	R. O. P.	*First*	*Last*	*Editorial*	*Any other Specified*
Advertising to amount of $100 net or over	11c	20c	20c	16c	12c
5,000 lines or advertising to amount of $250 net or over	10c	20c	20c	14c	11c
10,000 lines or advertising to amount of $500 net or over	9c	20c	20c	12c	10c
Contract for not less than 100 lines daily for 1 year	8c	20c	20c	12c	10c

READING NOTICE CONTRACTS

(*Per counted Nonpareil line*)

		SPECIAL PAGES	
	R. O. P.	*1st. Ed. and Last*	*Any other Specified*
Transient	20c	25c	21c
Contract for $100 net and over, to be used in 1 year	16c	20c	17c
Contract for $250 net and over, to be used in 1 year	15c	20c	16c
Contract for $500 net and over, to be used in 1 year	14c	20c	15c

RESORT AND EDUCATIONAL RATES

	1 Month	*3 Months*	*6 Months*
1 line per month	$1.50	$1.40	$1.30

First Page of Card

FIG. 10 (*a*)

advertisements for breaking columns. These cards show how necessary it is to study the rates and conditions of large newspapers before attempting to do business with them.

WANT ADVERTISEMENTS

Transient, 1c a word, each insertion, set solid. Displayed, 7c per line. 500 lines in want columns to be used as desired within 1 year, 5c per line. No smaller advertisements than 2 lines accepted. Agate type exclusively in want columns.

RULES FOR BUSINESS

Display matter is reckoned by agate measurement (14 lines to the inch).

In all paid reading notices, the rates are based on counted lines. A single line of reading matter, double price.

When position is to be had at all, extra as follows:

Next to reading matter only, 20 per cent. additional.

First following and next reading, 33⅓ per cent. additional. Top of column, next reading, is not guaranteed, but if given, is to be considered a sufficient compliance with requirement of full position.

Full position not sold for advertisements less than 42 lines.

No position sold next to or following any particular kind of reading matter.

Width of column, 12½ ems pica. 8 columns to page. 295 agate lines to column.

Outline type and outline cuts on first page, 50 per cent. extra.

On last page, pica De Vinne is largest type permitted.

No guaranteed position on First, Editorial, Society, or Last Page.

No advertisement accepted for double column less than 35 lines in depth; for triple column less than 75 lines; for 4 columns wide less than 100 lines; for 5 columns wide less than 125 lines; nor for over 5 columns less than 150 lines.

No advertisement accepted for double or triple column on last page unless occupying full columns.

Column rules are not broken on last page. On first page column rules are broken for double-column advertisements, 150 lines in depth, or 3 columns, 200 lines in depth. Advertisements of 4 columns and over, if accepted, must occupy full columns.

The right is reserved to edit or reject copy considered objectionable.

Second Page of Card

FIG. 10 (*b*)

The smaller papers have not nearly so many conditions to meet. The large advertiser can, in fact, get almost anything he wants from the small dailies and the weekly newspapers. The large papers, being more independent, impose many conditions.

83. Foreign Advertisers.—All advertisers that are not strictly local advertisers are called **foreign advertisers.** The term foreign advertisers does not mean advertisers from foreign countries, although such advertisers would be included. **General advertisers** is used synonymously with **foreign advertisers** and is really a more exact expression, but the other term is commonly used. Foreign advertisers usually furnish electrotypes or matrices of advertisements.

84. Double- and Triple-Column Advertisements. An advertisement extending over 2 columns is usually spoken of as a **double-column advertisement;** one extending over 3 columns, as a **triple-column advertisement.** The expression "100 lines double column" or "100 lines d. c." means a space 100 lines deep across 2 columns, or a total of 200 lines; "100 lines triple column," means a space 100 lines deep across 3 columns, or a total of 300 lines.

85. Paid Readers.—In the early days of advertising, many advertisements were set in the style of news items with the belief that people had to be tricked into reading advertisements. This theory was long ago exploded, but in spite of the higher rate that newspapers charge for advertisements set in the reading-matter style, many advertisers find them more effective than displayed advertisements. The advertisements shown in Fig. 11 are known as **paid readers,** or **reading notices.** They are not imitations of news items except in that the style of setting is similar to that of reading matter. Some of them have the three stars at the end to indicate that they are advertisements, many papers using the stars instead of *Adv.* It is not judicious to conceal the purpose of this style of advertising. Railroad and steamship companies and promoters of amusements are large users of paid readers. Readers are usually charged

for by the "count line," the lines being counted instead of measured by the agate-line system. Some newspapers count the black-faced heading as two lines.

86. Classified Columns. — Classified advertising in newspapers has grown to large proportions, and many papers now carry regularly several pages of these small

Visit Nature's Beauty Spot— Woodlawn Cemetery; terminus Gwynn Oak car line. You won't find one neglected spot. Inspection invited. 'Phone for book of views. ***

$49.25 to California, August 31 to October 31. Via Washington-Sunset Route. Personally Conducted without change from Washington. Berth, $8.50. Offices 119 E. Balto. and 29 W. Balto. St. ***

Saturday and Sunday Excursions to Washington. Only $1.25 via Pennsylvania Railroad. Tickets good returning until Sunday night. All regular trains except the Congressional Limited. ***

UP-TO-DATE DEVELOPING

Is the Only Kind You Get at Sussman's

Amateur photographers, bring your films and plates to Sussman's, where machine and tank developing accomplishes best results while you wait. Nos. 1 and 2 Brownie Films, 5c per roll; other sizes, 10c. Ground floor. J. Sussman Photo-Stock Co., 223 Park avenue. ***

To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.—*Adv.*

FIG. 11

advertisements. People have learned to look for the real-estate, for-sale, help-wanted, and similar departments, and though these advertisements are usually lacking in display features they are effective and economical. Some newspapers allow classified advertisements to be displayed, but the regular display rate is charged. The classified columns are read by so many people that such advertisers as employ-

ment bureaus, companies seeking agents, etc. use classified advertisements in preference to advertisements in the display columns. Many dailies have rates as low as a cent a word for some classified advertisements, with special rates for advertisers of real estate, schools, amusements, steamships, etc. Classified advertising is prized by newspapers because it helps circulation. The competition for classified business is very keen in the larger cities.

Within the last few years, the magazines have adopted this classified feature and are accepting undisplayed advertisements for their classified pages at lower rates than those charged for display.

A great many advertisers that cannot use display advertisements economically find that they can do well with classified advertisements. There seems to be an element of interest or curiosity in human nature that impels people to read classified columns even when there are columns of the matter and little or no display. The greatest value of the classified column, however, lies in the fact that it provides a place where certain advertisements may always be found. The man looking for a position turns eagerly to the help-wanted columns; the stamp collector goes to the section containing the advertisements of stamp and curio dealers; and so on.

87. Sometimes, advertisers other than those advertising for help can insert advertisements in the help-wanted columns and get good results. The International Correspondence Schools, for example, find this department a good one for reaching those who want better positions, and the publisher of a book devoted to methods of securing employment received his best returns from advertisements inserted in the help-wanted columns of large newspapers. Not all newspapers will insert in the help-wanted columns advertisements that are not bona-fide advertisements for help. Some that will insert any advertisement in any classification, regardless of character, charge an extra rate for putting the advertisement of a book in the help-wanted column, for inserting one of real estate for sale in the rent column, and so on.

AGENTS WANTED

SALESMAN TO CALL ON HOTELS, RESTaurants, cafés, doctors, dentists, etc., and sell them windowphanie, which makes stained glass out of plain glass; salary and commission. AMERICAN WINDOWPHANIE CO., 1215 MARKET ST.

NEW, QUICK SELLING NECESSITY. Agents make $3 to $10 daily building up permanent business for themselves. Every man and woman needs more than one. Sell with free sample, no outfit required. Clarke Sales Co., 103 Park Ave., N. Y.

MAKE MONEY.—DEVOTE YOUR SPARE time taking orders for up-to-date merchant tailor on new dollar-a-week plan; particulars address A-221, Inquirer office.

HELP WANTED—MALE

AD-WRITER WANTED.—EXCELLENT opening for man able to write crisp and original copy. The advancement will be rapid; better the work, bigger the salary; a knowledge of mechanical lines will be an advantage. Address Agency, Box 178, Herald Downtown.

STENOGRAPHER, PRIVATE SECRETary; rapid enough to take board meetings; $150 month to start, with advancement to official position. X. Y. Z., 545 Herald.

WANTED, PERMANENTLY, A DESIGNer of covers and of general booklet and catalog, illustrative and decorative work; an apt man with good ideas and ability to portray them. Corday & Gross, Anti-Waste-Basket Printers, Cleveland, Ohio.

REAL ESTATE FOR SALE

FARM AND COUNTRY SEAT, 60 ACRES; ONE HOUR OUT.

Convenient to three stations; finest location and surroundings; 500 feet elevation; land in highest cultivation; residence, old fashioned, 15 rooms, 2 baths; stables and farm buildings; lawns and shade trees, orchards, etc.; near country club; an all-year home. JOHN P. HOBBIE, 5 and 7 East 42d St., New York.

EXCEPTIONAL INVESTMENT.—THREE Houses, White Plains, N. Y., within five minutes of depot; values increasing; must sell immediately; little cash needed. For particulars address OWNER, Box 285, Herald Downtown.

MODERN HOMES, HONESTLY BUILT, IN beautiful Irving Park, $3,350 to $3,700. FRED A. BOSWELL, Cor. Montrose and Milwaukee. Phones I. P 2831 and 2834.

FOR SALE—NATURAL CATTLE RANCH. Streams, water power, meadows, all road front; fire-wood for hundred years; open winters; delightful all-year climate; near village, R. R.; $8 acre. Address Mrs. R. S. Towson, Dinwiddie, Virginia.

BUSINESS PERSONALS

GILLETTE AND OTHER SAFETY razor blades resharpened, 2½c each. KEENEDGE CO., 64 Wabash, Chicago.

SWEDISH ELECTRIC MASSAGE; FREE demonstration; bring this ad and receive facial treatment free. Room 217-218, 36 Washington St.

COCKROACHES AND BEDBUGS EXTERminated from your premises under guaranteed contract. FREDERICK PERES & CO., 427 State St.

ATLANTIC CITY HOTELS

HOTEL DENNIS IS BEAUTIFULLY SITuated, directly facing the ocean, and is open the entire year.
Hot and cold sea-water in private baths.
WALTER J. BUZBY.

HOTEL TRAYMORE
FALL-WINTER-SPRING-SUMMER

The St. Charles MOST SELECT LOcation on the ocean front. Distinctive for its elegance, exclusiveness, high-class patronage, and liberal management. Sea-water in all baths. Illustrated booklet. NEWLIN HAINES

HYGEIA NEW YORK, NEAR BEACH and amusements. $2.75 Sat. to Mon. $1.50 up daily, $8 up weekly. Send for booklet and free 'bus ticket. Open all year.

BUSINESS OPPORTUNITIES

A FIRST-CLASS GERMAN RESTAURANT, situated in center of city of Baltimore; occupies entire building; especially built for restaurant; bowling and billiards; rent reasonable. Address C 315, Record office.

CONFECTIONERY BUSINESS FOR SALE cheap—between two theaters; reason for selling, other business. E. A. C., 827 Walnut St.

THEATERS

FORREST Philadelphia's Handsomest Theater.
Last 2 weeks, ev'gs, 8:15. Mats. today & Sat.
Popular price Mat. today with no seat over $1
F. ZIEGFELD, JR.'S Musical Entertainment
THE SOUL KISS WITH ADELINE GENEE
Seats for the last week on sale tomorrow

BIJOU Mat. Today MISS NEW YORK, Jr.
Hear ABE REYNOLDS, The Hebrew

CASINO Mat. Today | Blue Ribbon Girls Extra—RED RAVENS Amateurs Friday Night

FIG. 12

Classified advertising is of such importance that some advertising agencies make a specialty of quoting advertisers a fixed sum for the insertion of small advertisements in various lists of daily newspapers. This makes it more simple to deal with a number of papers.

In Fig. 12 is shown an exhibit of clippings of classified advertisements taken from several large newspapers.

CONTRACTS, CIRCULATION, AND SPACE

CONTRACTS

88. As a rule, **contracts** with publishers do not have so much of a legal appearance as most other contracts have; if they were to appear too legal, publishers would have more difficulty in inducing new advertisers to begin. In the general field, the contract is a simple written order, or agreement, in which the advertiser authorizes the publisher to insert his advertising at a certain rate, or agrees to use a certain amount of the publisher's space within a year at a certain rate. The following order, written as a letter, would be accepted by a publisher without question, provided the correct rates were quoted:

EVENING NEWS COMPANY SEPTEMBER 5, 1908
Buffalo, N. Y.

Gentlemen:

Enter our order for 5,000 lines of space to be used in your paper within a year at the rate of . . . cents a line when run of paper is given and . . . cents a line when full position is specified. It is understood that if we use 10,000 lines within the year, the run of paper rate shall be . . . cents a line and the full position rate . . . cents a line. You are to send us a copy of each paper containing our advertisements.

Yours very truly
SMITH SOAP COMPANY

89. In the retail field, various simple forms of contracts are used. About the best is a form printed on a card, which may be filed alphabetically, as shown in Fig. 13.

To avoid all possibility of misunderstanding, a contract may state: (1) The amount of space contracted for. (2) If it is a fixed space, the frequency of insertions; namely, daily, every other day, twice a week, or once a week. (3) The amount charged for changing copy, if there be any such charge. (4) Any special style of display type or border that the advertiser proposes to use. (5) The special position of the advertisement, if a special position is desired. (6) The rate. (7) The rebate that may be earned, if any. (8) The frequency of payment—monthly, quarterly, semi-annually, or at the end of the year. Fig. 14 shows an example of a rather formal contract.

_____ 190__

THE TRIBUNE PUBLISHING CO.

GENTLEMEN: You may enter_____order for_____ inches advertising space in The Scranton Tribune, to be used within _____months from_____, for which_____ agree to pay monthly at the rate of_____per inch.

Short rates charged on discontinued orders

Accepted by _____

_____

For the Scranton Tribune

FIG. 13

90. Some contracts and orders contain a printed clause stating that if the advertiser discontinues before the date of expiration of the contract, or before the total number of inches has been used, he will pay for the amount actually used at the short-term, or smaller-space, rate current at the time the contract was signed. With publishers whose space is sold on an inch basis, the rate per inch varying according to the number of inches used, the advertiser should not contract for more than he is sure of using within the year. Suppose, for instance, that he is contracting with the publisher of a paper having a rate card like that shown in Fig. 6. If he expects to use 3,500 lines in the year, he need only contract for 2,500, as he will have to pay the 2,500-line rate

for 3,500 lines. If, however, he expects to use 5,000 lines during the year, the publisher will usually allow him a rebate for each line of space used, equal to the difference between the 2,500-line rate and the 5,000-line rate. But the publisher is not obliged to so rebate unless the contract requires it. Provision for such a rebate should be made in the contract if the advertiser thinks there is any possibility of his earning it. In short, every special agreement should be written in the contract and not left to an oral understanding.

91. Before making a contract with any newspaper or magazine, the rate card of the publication should be studied in order that all discounts or other concessions may be secured. Many magazines will give an extra discount for six or more insertions. With some newspapers, if a small advertisement is run daily (see specimen card, Fig. 8), a lower rate can be had on large advertisements. A small advertisement run daily in order to get a low rate is sometimes called a "rate maker."

It is usually a good plan to contract for all the space that there is any possibility of using and thus secure a low rate. If all the space is not used, the most that the publisher can do is, at the end of the contract period, to require the advertiser to pay the difference between the rate mentioned in the contract and the short-time rate. Often, if the advertiser is one whose patronage is valued, newspaper publishers will not insist on being paid the difference between the two rates; but even if it must be paid, the advertiser will have had the use of the money for perhaps a year. This is better than beginning with an order for a small amount of space at a high rate. However, it is true that many publishers will give rebates if a larger amount of space is used than the contract calls for; that is, if the extra space used is sufficient to entitle the advertiser to a lower rate. The only danger connected with placing the large order and securing the low rate at the outset is that the advertiser may be lavish in the use of space, may still not use all the contract calls for, and in the end be compelled by strict publishers to pay the difference between contract rates and short-time rates.

THE SCRANTON TIMES

E. J. LYNETT, Publisher and Proprietor

Scranton, Pa., _____ 190__

The Publisher of THE SCRANTON TIMES, published every week day, at Scranton, Pa., hereby agrees with _____

_____

to insert the advertisement of said _____

in said SCRANTON TIMES, as follows:

_____

_____

_____

_____

_____

_____

_____

In consideration of which the said _____

_____ agrees to pay the sum of

_____

_____

_____ dollars, in monthly

payments of _____ dollars per month.

The parties hereto agree that all of their agreements are contained in this contract, and that no oral agreement shall be binding upon either.

_____ Publisher

SCRANTON TIMES

_____

_____

FIG. 14

92. Direct Contracts and Contracts Through Agencies.—In retail advertising, advertisers usually make their contracts direct with publishers, endeavoring, of course, to secure the best rates and positions. In general advertising, however, the space, whether in newspapers, magazines, or street cars, or on bill boards, is usually purchased by an advertising agency. The agency pays for the space, and the advertiser pays the agency. Most publishers allow advertising agencies commissions of from 10 to 15 per cent. on all space bought. The larger part of mail-order advertising is also placed through agencies.

93. Making Offers to Publishers.—Retailers are practically forced to use local newspapers, and unless they are large purchasers of space, they cannot be too independent with local publishers, but the large general advertisers and the agencies usually do a little maneuvering before placing an order. If it is thought that the newspaper will cut its rates and will grant full position free of extra charge, the order is offered at reduced rates and full position is stipulated. If the paper insists on having the full rate and is not influenced by hints that space in a rival paper will be used instead, the order is offered at the minimum run-of-paper rate that the paper offers, but full position is specified and the advertiser does not offer to pay for position. Such efforts to "beat down" the rate and get full position free of charge are not successful with the best newspapers and magazines, but they do succeed with many of the others.

Some rather large newspapers will give full position free of charge rather than lose an order. Sometimes, in the effort to save the appearance of giving special concessions, they will have the order read "run of paper" or "full position requested" and have a private understanding that the advertisements will be favored. Small daily papers and rural weekly newspapers get full rates from local advertisers, but rarely are they able to get them from general advertisers. The general advertiser can see no reason for paying proportionately several times the rates of large publications.

CIRCULATION

94. To determine the actual circulation of the medium he intends to use is one of the most difficult tasks that fall to the lot of the advertising manager.

Circulation is defined by some publishers as "the average number of perfect copies printed for a period of 6 months or a year next preceding the time the statement is made." The period is made to cover a number of preceding months in order that a publisher may not claim that the unusual figures of a recent special edition represent his average circulation. A yearly average, if given truthfully, affords a safe basis. By others, circulation is defined as "the net average of copies distributed to readers after deducting spoiled copies, copies returned by newsdealers, etc."

Those who accept the first definition of circulation believe it to be simplest and best, because it can easily be determined how many copies a publisher prints, and it is not likely that he will print two or three times as many as he can circulate; while, on the other hand, it is not so easy to determine how many copies are free, how many are returned, etc. It is claimed, furthermore, that free copies and exchange copies have some value even if they are not of the full value of those that are purchased.

Undoubtedly the "net-circulation" method is more exact if the figures given are accurate, because file copies, and unsold and spoiled copies are of no value to an advertiser. The advertiser will always be safer in taking an average of several months rather than to depend on the showing of a few issues of either a magazine or a newspaper.

95. Value of Actual Circulation Figures.—Some publishers will not give any circulation figures. The reason in such cases is probably that the publication has not the circulation that the public imagines it to have, and the publisher feels that by giving the real figures he will decrease the value in the eyes of advertisers. A great many publishers, especially those having publications with small circulations,

do not hesitate to exaggerate or grossly falsify the figures. Some, instead of telling the number of copies circulated, multiply the figures by five or six and then claim the result as so many "readers." The advertiser in all cases has a right to know the exact number of copies circulated; then he can do his own estimating as to the number of readers to each copy. Advertisers may well be cautious in dealing with publishers that refuse to give figures, that give round numbers instead of exact figures, or that try to substitute the probable number of readers or number of post offices reached for the number of copies circulated.

96. Papers With Small Circulations. — Taken separately, no newspaper printing less than 1,000 copies is worthy of the general advertiser's consideration, although the local advertiser may use it to advantage. The rates of papers printing from 1,000 to 2,000 copies are much higher, proportionately, than the rates of papers having large circulations. As the papers with large circulation reach just as prosperous a class as those with small circulation—often a more prosperous class—there seems to be little reason why the very small papers should be used by the general advertiser, except at very low rates and when it is desired to cover the entire country.

The large general advertisers of the United States deal with newspapers of small circulation by lists, making the same offer to a list of a hundred or more papers, giving orders to those who accept, and paying little attention to those who hold out for their regular rates. Usually, an offer of from $15 to $20 will be made for a yearly service that the paper expects about $50 for rendering. Such advertisers usually supply the papers with electrotypes and pay on completion of service. If insertions are given in wrong position, deductions are made. The country publisher usually has space to spare, and as the advertising requires no composition, it means from $15 to $20 that he would not get otherwise; and the offer is in most cases accepted. Large general advertisers usually offer weekly newspapers a rate of from $\frac{1}{8}$ to $\frac{1}{4}$ cent a line per thousand of circulation.

In the earlier days of advertising there was a great deal of space paid for in type, ink, or other kinds of supplies or merchandise. Some of the agencies had ink and type departments for the trading business. There is still some trading but not nearly so much as formerly.

An advertiser, by applying to those who furnish small papers with patent insides or patent outsides, can buy space cheaper per thousand than he can buy it on the "home-print" pages.

97. Value of Special Issues.—Special issues are good schemes for publishers, because they bring in many advertisers that will not advertise at other times; but it is to be questioned whether a special issue is worth any more to an advertiser than a regular issue. A newspaper, for instance, announces a special educational number, and all schools, colleges, and private teachers are solicited. Perhaps a "write-up" of each advertiser is promised. The claim of the publisher is that everybody within the range of the paper's circulation that is thinking of attending a school of any kind or of studying any subject will look for this educational number and buy it in order to become informed. Perhaps a few persons will do so, but it is a fact that most people never look to any special number of any publication to find out about a school, a summer resort, or a real-estate investment. Such matters are looked up at the time a person is most interested. Another disadvantage is that an advertisement in a special number is always surrounded by a mass of other advertising.

If no higher price is made for the special issue it may be a fair investment; if a higher price is asked, the advertiser is usually better off to save his money and spend it in regular issues of the paper. The circulation and value of special issues are nearly always greatly overrated.

98. Value of New Publications.—The fact that a publication is new is not necessarily detrimental, although the publishers and solicitors of such a publication are usually more enthusiastic about its value than the facts warrant. It takes time and work to build up a large, substantial circula-

tion, and it is frequently the case that much of the circulation of a new newspaper goes to waste and that thousands of copies of a new magazine are returned by the newsdealers as unsold. Nevertheless, the advertising manager must be on the alert so as to see when a new publication is gaining ground and to make the proper reservation of space before rates are increased. By being judicious enough to buy his space on a "rising market," as it were, he can gain many extra thousands of readers. Take, for instance, a publication like the Saturday Evening Post, which, by very aggressive circulation methods, sent its circulation up by bounds. An advertiser that could use a publication of this class profitably would have been far-seeing had he reserved an ample amount of space before the rates were increased.

99. Value of Large Circulations.—It has been demonstrated that, as a rule, the magazine of 400,000 circulation is likely to bring more than four times the returns of one having 100,000 circulation, provided, of course, that they both reach about the same class of readers. This may be accounted for by the fact that there is about the same amount of waste circulation in each case; that is, no more with the magazine having the greater circulation than with the other. Suppose, for instance, that the one with 400,000 circulation has 10,000 waste; this would leave a net circulation of 390,000. If the magazine of 100,000 has 10,000 waste, the net circulation is only 90,000. In such a case, the large magazine, while apparently having only four times the circulation of the other, really has, in the net comparison, four times as much with 30,000 to spare, a difference that should show in the returns.

Furthermore, it should be considered that the older the publication is, the more chance it has had to become popular and to have a larger number of readers per copy. A copy of the Ladies' Home Journal will be seen by a larger number of readers than would a copy of a new woman's magazine, no matter how good it may be, because there are relatives and friends of the subscribers to the Ladies' Home

Journal who ask for it or receive it regularly after the subscriber has finished reading it.

100. Again, the probability that the publisher will exaggerate his circulation is greater when the circulation is small than when it is large.

The publisher of a paper or a magazine of large circulation can produce more cheaply, per thousand copies, than can one of small circulation, and therefore usually has a lower rate, figuring proportionately. Generally speaking, the advertiser does better to use publications of fairly large circulation in spite of the fact that they are crowded with advertisements. Of course, as already suggested, the advertising manager should be alert to see a bargain in a new publication or a good chance in a medium with a small but choice circulation. Publications with small circulation sometimes, on account of the small amount of advertising carried, afford unusual opportunities for good position and good display.

101. Duplication of Circulation.—In selecting mediums for advertising, a question of importance to be answered is whether duplication is advisable for the article or service to be advertised. If it is not advisable, then there should be as little as possible of duplication by the mediums. Mail-order advertisers usually prefer not to duplicate; that is, they would rather use two magazines, each of which reaches a different body of people, than to use two publications that to a large extent go to the same people. Duplication to a reasonable extent is good advertising policy for the retailer and the general advertiser, but if there are four daily newspapers in a city, two morning and two evening, it should not be necessary for the retailer to use all in order to cover the field effectively. If he uses space in the two that come nearest to covering the field, advertising in the other two will be largely duplication and less profitable.

If the article to be advertised is one that will likely be purchased only after people have seen it advertised over and over again—a soap, for instance—more duplication is advisable than in the case of a mail-order article, a bargain sale, etc.

LARGE SPACE VS. SMALL SPACE

102. Another problem that the advertising manager is called on to solve is whether he should use large advertisements or small ones; that is, whether a full page of a magazine will bring more business than two half pages or four quarter pages, and whether it is better to use three or four newspapers of a city and run small or moderate-sized advertisements or to use one or two and have large space.

There can be no general answer to such a question. The experiences of different advertisers do not agree. In some cases, for instance, it has been clearly shown that a full page of a magazine was needed in order to market the article successfully, and in such cases the use of two half pages or of four quarter pages did not bring the business that the full page did. Other instances could be mentioned where quarter pages and half pages of magazines brought, proportionately, more returns than the full page. This is a point that the advertising manager should consider carefully, because if a full page will do more than four times as well as a quarter page, the advertiser will lose money by continuing to use small space; likewise, if a full page brings only twice as many returns as a quarter page, while costing practically four times as much, it is important to return quickly to the policy of using small space.

103. It is true, however, that an aggressive campaign designed to influence the public quickly requires large space. When it is desired to move big lots of goods quickly, it is poor policy to use small advertisements. Sledge-hammer blows are needed. The space must be so big that the public cannot get away from the advertisements. An automobile or a new breakfast food or a new flour could hardly be promoted by the use of eighth-page magazine advertisements. For a campaign of this kind, the big advertisement is best. Where there are several good articles on the market of the same class, big space may be necessary in order to break into the sales and prestige of the older

articles. A high-grade new soap, for instance, could not be advertised very successfully with 2-inch advertisements while the magazines are running full-page advertisements of such soaps as Pear's, Ivory, and Packer's. These are occasions when sound judgment and courage to carry out convictions are needed.

On the other hand, there are many articles that can be advertised well in small space, and it should be remembered that small space can be so displayed that it will stand out well even where there are many advertisements, both large and small, in the same publication. An engraving house that wants to advertise an offer to make fifty visiting cards and a plate for $1 would find it more economical to use a 1-inch advertisement than to use larger space; here the need for large space would not exist. But a manufacturer of an automobile could not advertise his product to advantage in the space of a few inches, although it is true that a man having a second-hand machine to sell might find a 1- or a 2-inch advertisement all the space he required.

104. After studying the article and deciding on what space is needed, the advertising manager should watch returns carefully. If he is in doubt as to whether a half-page or a full-page magazine advertisement is better, he should try both with copy of the same character, and decide the question by the returns.

Solicitors will naturally argue for large copy and sometimes the agency, for selfish reasons, will advise it—the more space used, the greater the agent's commission.

105. The question of whether it is best to have large advertisements full of description or advertisements of medium size that contain only a few concise sentences of copy well displayed is very broad, and can be answered intelligently only after a study has been made of the commodity, the plan, and the prospective purchaser in each case. A man would probably not read more than a few sentences about a new laundry soap. The chances are that he would notice little more than the illustration, the name, and the

trade phrase, provided the advertisement contained one; and these would probably be forced on him by the display. But that same man might read 2,000 words about an $1,800 automobile if he is thinking of buying a machine of about that price. On the other hand, a woman might read a 500-word advertisement about a complexion lotion or a ready-made suit, while she might not care to read 50 words about automobiles or baseball uniforms. The ad-writer must include in his copy about the amount of matter that he believes the typical prospective customer will read, or the amount that will induce the reader to take the desired action—whether that is to send an order, to resolve to buy the advertised article when again purchasing goods of that nature, or to send for further information.

MEDIUMS OTHER THAN MAGAZINES AND NEWSPAPERS

STREET CARS

106. As another Section is devoted to street-car advertising, consideration of the street car as a medium is deferred to that Section.

POSTERS AND SIGNS

107. Another Section, *Outdoor Advertising*, deals fully with posters and signs as mediums.

CATALOGS, BOOKLETS, FOLDERS, LETTERS, ETC.

108. The value of catalogs, booklets, folders, letters, etc. are not treated in this Section, for the reason that three entire Sections are devoted to the subject.

THEATER PROGRAMS

109. Theater programs go regularly into the hands of many thousands of people, and they undoubtedly receive attention. The very presence of a person in a high-priced theater is evidence that he has some money to spend for luxuries and pleasures. There is, however, in all theaters a proportion that get admission as cheaply as they can buy it, and the purchasing power of this element is low. The theaters that appeal to the low-waged class have audiences with still lower purchasing value. People go to theaters to forget ordinary cares and matters and to be entertained. This mental attitude cannot be said to be very favorable to advertising, although the attention given the program before the play or entertainment begins and between the acts, is at a time when the mind is impressionable. How far an interesting play or a cheerful entertainment goes toward effacing the impressions made by the advertisement cannot be gauged. The home-reading quality of the theater program is weak.

110. The articles best adapted to theater-program advertising are those purchased by pleasure-seeking and society people. A restaurant making a specialty of after-theater suppers should be able to get good results from this medium. So should an ice-cream parlor located near the theater. Clothing, hats, jewelry, toilet articles, liquors, liveries, dancing schools, etc., can also be advertised to advantage, provided the rate is low.

111. Cost of Advertising in Theater Programs. There is practically no uniformity in the charges for theater-program space. These programs are controlled by various firms and individuals, who set their prices at about what they think they can get, and often lower it a great deal when a big order is in sight. Some of the programs are approximately magazine size; many are smaller.

A program publisher issuing a program with a page $4\frac{1}{2}$ in. $\times$ $6\frac{1}{2}$ in., claiming an issue of 50,000 a month in two

theaters, asks the following rates: For inside pages, $12 a week on season contracts; $14 a week on contracts running from 12 to 15 weeks; and $16 a page for one-time orders. If a patron wishes to use the program of only one theater, the price is cut in half. These prices are *asked;* the price paid, however, is more often under the price asked than equal to it.

Another theater-program company in one of the largest Eastern cities issues a program covering four prominent theaters, in which it is claimed a total of 35,000 programs a week are circulated. An advertiser may use the program of only one theater if he prefers. The program page measures 8 in. × 10 in., and the price asked is $10 a week for each theater and $40 a week for all four. A discount of 10 per cent. is offered for a season contract.

The program publishers of the principal New York theaters assert that the average attendance is between 10,000 and 15,000 a week. For each theater, the rate asked for long-time contracts is $1 a week per inch; $3 for 4 inches; $5 a week for a half page; and $10 a week for a whole page. An additional 10 per cent. is asked if advertising is run for only half the season, and 20 per cent. additional if the advertisements appear only 3 months. The size of the program page is 8 in. × 10 in.

As with other classes of mediums, those having the largest circulation offer proportionately the lowest rate. In the best of these programs, the reading matter is changed frequently; the publishers also encourage the changing of copy on the part of the advertiser.

GENERAL PROGRAMS, ALMANACS, DIRECTORIES, ETC.

112. Advertising managers have much to contend with in the way of solicitors that sell space in church and school programs, almanacs, catalogs, telephone books, directories, etc. In some cities the conditions are such that the local associations of retail merchants have passed resolutions

pledging themselves to buy no space in programs, and in such cases a copy of the resolution is usually posted in the store for the benefit of solicitors. Rarely is the value of space in such a medium worth the price asked; sometimes, the advertising value is practically nothing, and the only thing the advertiser receives for his money, provided he yields to the solicitor's persuasion, is the good-will of the solicitor or the one he represents, and this may or may not be of service.

The weaknesses of such schemes are that the price asked for the space is usually out of proportion to the circulation and that the medium is not of such character as to make it particularly valuable for advertising. There are occasional exceptions, of course, but unless the advertiser can be assured of a good circulation for the price he has to pay and be sure that the character of the medium is such that his advertisement is likely to be read—as likely as one in a newspaper or magazine and under as favorable conditions—he should decline the space. An advertisement given to a person soliciting business for the program of a small church fair should be charged to benevolence, not to advertising.

It is very difficult to trace proper returns from directories, programs, etc., and this is a very strong argument against using them.

MOVING SIGNS, BULLETINS, AND THEATER CURTAINS

113. Such mediums as **moving signs, bulletins,** and **theater curtains** have been used successfully in the advertising of sports, restaurants, chewing gum, etc. For years, a restaurant on the twenty-third floor of one of the New York office buildings has had a man on the street in that vicinity carrying around a bulletin announcing the claims of the restaurant. In some cities, a baseball game is announced by a large sign driven around in a wagon; a boy in the wagon beats a drum to attract attention. As this sign is seen a few hours before the ball game begins—usually about noon—it is very suggestive.

Theater curtains and other mediums of this kind are at best only supplemental. If the publicity can be had at a reasonable cost, it may prove valuable for some advertisers to support the principal advertising. Such advertising, however, is only of the reminding kind.

ADVERTISING NOVELTIES

114. The advertiser that wants some general publicity can sometimes afford to distribute novelties that will keep his name or his goods before the public. The H. J. Heinz Company gave away green composition pickles for watch charms and lapel buttons; Proctor & Gamble distributed miniature celluloid bars of Ivory soap for watch charms; one of the health-food companies gave souvenir cereal spoons to their patrons; a New York advertising agency gave away very useful reducing glasses—glasses showing how a drawing looks when reduced one-half; and so on. These novelties do not often bring direct sales, but usually merely support other advertising or the sales work.

115. Inasmuch as the more informing class of advertising assures publicity as well as makes direct sales, it would seem that, generally speaking, novelty advertising is a waste of money. This, however, is not true. A savings bank might give away leather wallets on which were printed some suggestions about saving spare dollars. This advertisement



FIG. 15

would confront the owner of the wallet every time he opened it and might induce him to deposit in the bank. Fig. 15 illustrates an attractive novelty used by a cigar manufacturer. Another novelty (Fig. 16) is an aluminum hat brush that slips

beneath the sweat band of the hat. This novelty is very useful and constantly reminds the wearer that his last hat was purchased of the dealer that gave him the brush. Advertising in memorandum books, etc. is not of much value. People are glad to get the books because they are useful, but there is, as a rule, nothing about the use of the book that forces them to think of the advertiser. There are too many memorandum books, diaries, and blotters of the ordinary kind given away for a novelty of this class to have much value. If anything of this class is used it should be of a distinctive kind. For example, if a dealer in steam-engineering supplies wishes to



FIG. 16

send his customers a book that is partly a brief catalog and partly a diary, it would be better to publish handy tables of special value to people buying or using steam-engine supplies than to publish census figures or any of the other kind of information seen so frequently in books that are given away.

The following is the test of an advertising novelty: Does it constantly remind the user of the advertiser's business? Will it be kept and used by the one to whom it is sent? Does the general publicity thus secured warrant the expense involved? It is rarely that the advertiser can demonstrate by figures whether or not the publicity afforded by a novelty does war-

rant the expense, but must answer the question merely by judgment.

It requires a good deal of calm judgment on the part of an advertising manager to resist the carefully presented arguments of the salesman that may wish to sell some novelty not well adapted to the advertiser's business or may wish to sell even when the advertiser's business is not one well adapted to any kind of novelty advertising.

116. Sometimes, even when the novelty itself has no advertising value, it may help the salesman in securing an interview, or it may create enough good-will to warrant the expense. Some of the large newspapers have given away novelties of considerable value, such as desk diaries, scissors, etc., to the buyers and prospective buyers of their advertising space. The novelties sold no space for the publishers, but those who received them could not help feeling obliged to the senders and could not, with good grace, refuse to see the solicitors of the papers when they came around.

In cases like this, it is wise to restrict the novelties to those whose good-will is worth trying for. When an advertiser gets out an attractive or a useful novelty, everybody wants one, and unless the novelties are given out carefully, many are likely to go where they do the advertiser no good. Many that would probably never do business with an advertising agency asked for one of the reducing glasses previously mentioned, as soon as it was learned that the agency was giving them away; and the supply was soon exhausted.

A certain class of firms, such as jobbers, wholesalers, and others, do very little advertising of the informing kind, but depend largely on keeping their names before their customers and on cultivating good-will. Advertisers of this class can use novelties more profitably than others. Novelties are used extensively as premiums. Such articles as a fountain pen, a leather purse, a handy "tickler" card outfit for the desk, etc. are given as premiums for service of some kind, and, with the advertiser's name on them, contribute something to general publicity.

SELECTION OF MEDIUMS

DETERMINING THE ADVERTISING VALUE

117. Assuming that the advertising manager knows the class he wants to reach with his advertisements, the next important questions are:

1. What medium has in its circulation the largest proportion of prospective customers and the smallest proportion of non-prospectives?
2. How effectively does the medium reach its readers?
3. Is the price asked by the publisher or proprietor of the medium reasonable, considering the number of prospective customers reached effectively?

These are apparently simple questions, but they involve a close study of conditions. A New York City retailer, unless he has a mail-order department, could not use profitably the general magazines of his city, notwithstanding that the magazines reach people of a class similar to those who come to his store. The difficulty is that only a very small proportion of the readers of the magazine can conveniently come to the store. A large proportion of them live in other cities and other states. Therefore, while the magazine would reach the right class and a large number of them, it would not reach them effectively.

118. Publishers' Information.—Some publishers make an effort to aid advertisers in determining whether or not the magazine, newspaper, or trade journal reaches the people at whom the advertiser is aiming. One magazine publisher, for instance, submits to an advertiser a list of the subscribers he has in the advertiser's home city. Knowing many of the people in the list, the advertiser is able to get a good idea of the class of people that read this magazine.

Another magazine publisher has taken the trouble to ascertain the occupation of his readers or a representative part of them. He has statistics that show how many are clergymen, farmers, teachers, housewives, etc.; how many children there are in the homes of readers, and their ages; the sex and age of readers—a matter of very great importance in placing some lines of advertising; the number of children, in the homes of subscribers, that attend a private school or college; likewise the number that have taken a course in some correspondence school; how many readers cultivate flowers or have a garden; what other periodicals are taken in the homes of readers (this is an extremely interesting table of facts full of surprises); and what make of piano, sewing machine, camera, watch, etc. is most popular with his readers.

The publishers of The American Boy have compiled a table showing the range of ages of the subscribers.

Such information as this is a great aid to the advertiser. Its value is well illustrated by an incident in the experience of a watch manufacturer. This manufacturer was urged to use agricultural papers, but he objected on the ground that farmers would not buy watches of good quality. The publisher was able to show by statistics gathered from his subscribers that the great proportion of farmers used Elgin and Waltham watches with good movements, and that few purchased cheap watches.

119. A number of newspapers have shown, in connection with their circulation statements, the average income of the residents of the territory in which the paper circulates, the total wages paid out in the community, etc.

While valuable information can be secured from the better class of solicitors, the advertiser cannot, of course, take every solicitor's statements at face value, for nearly every solicitor will be sure that his medium would pay the advertiser. The solicitor's aim is to get business. He may be so enthusiastic about the value of his medium that he may persuade the advertiser into giving an order to an unsuitable

medium and still be sincere. No advertiser can use all mediums profitably at the prices asked for the space. He must learn to sift the statements of publishers and solicitors and to be guided only by what is sound.

Where an advertiser is well acquainted with the publication, as he would be in the case of local newspapers, he can form, from observation, an accurate estimate of the character of the circulation. In such case, if given a truthful statement of the circulation, he should be able to determine the value of the medium.

120. Class of Advertising Carried.—The class of advertising carried by a newspaper or a magazine is not always a trustworthy guide as to the character and value of its circulation, but it throws some light on the subject. It is true that many of the advertisers in any medium under consideration may be using that medium at a loss, but if the publication has carried a number of lines for years and has secured renewals from advertisers that check results, the chances are that the medium is a valuable one for advertisers of similar articles. For instance, a magazine that publishes some reading matter of interest to automobilists and that carries regularly the advertisements of a dozen automobile manufacturers, would seem a better magazine to use than one that carries no advertising of that nature. This, however, is not meant to imply that some of the publications carrying no automobile advertising are not good mediums for the advertiser of automobiles.

The want advertisements that a newspaper carries afford a clue to its value as a medium, and an advertiser rarely makes a mistake in selecting the leading want-advertisement paper of a city.

121. Experiences of Other Advertisers.—When he can be sure that the information given him is accurate, the advertiser may be guided to some extent by the experiences of other advertisers of a similar class. It would be unwise, of course, to follow blindly the lead of others, because much advertising is unprofitable; also, the advertiser that uses

mediums merely because a competitor or an advertiser of a somewhat similar article uses them might be throwing his money away; yet if an unusually successful advertiser that is known to have methods of tracing returns uses a medium steadily, it can be safely presumed that the medium pays. Publishers and representatives can often give some useful information regarding the experiences of other advertisers, although their statements are likely to be too favorable to their publications. The most accurate information of this kind will come from the advertising agencies of broad experience.

122. Class of Reading Matter.—As it is the reading matter that builds the circulation of a publication, a study of this ought to help any advertising manager to gauge the character of a medium's circulation, though, of course, it affords no light as to quantity. The advertising manager should not, however, allow his personal opinion to sway his judgment. He may have no liking for a newspaper's policy or for the class of matter published by a magazine, but the question should not be, "Would I read it?" but "Who does read it, and what is the number of such readers?" The last part of this question can usually be determined with reasonable accuracy, particularly in the case of publications. An accurate answer to the first part—that is, who reads the medium?—depends to some extent on the information that the publisher or proprietor gives, and still more on the judgment of the advertising manager. No judicious selection of mediums can be made until a satisfactory answer can be had to this important question, and until it is determined also under what conditions the medium is read. As has already been shown, the fact that some publications are read in the home to a greater extent than others, greatly increases their value for certain kinds of advertising. The results shown by the records are sometimes surprising. A publication that appealed favorably to the advertising manager because of his familiarity with it may prove to be a failure, while another that the manager may have added to the list with much doubt may bring good returns.

DECIDING ON A MEDIUM

123. The student of advertising should remember that an advertiser is not always restricted to one form of advertising. Many of those who have spent their entire appropriations in magazines might have done well had they spent part in newspapers or part in street cars. The same principle will apply to some that have spent their entire appropriations in newspaper, street-car, or bill-board advertising; that is, they might have done well had they invested in other forms of advertising. For instance, the great businesses of the H. J. Heinz Company (pickles, etc.) and the Gerhard Mennen Company (talcum powder) were built up almost entirely by the use of street-car and outdoor advertising; but possibly no competent advertising man would contend that these advertisers would have been unsuccessful had they adopted magazines or newspapers.

It is true that there are some advertisers that cannot get adequate results from anything but magazines, others that find newspapers the most profitable of all mediums, and so on; but there are no such limitations around the advertiser of a breakfast food, a shoe, a soap, or any article that nearly every one consumes. In the case of such an article, good advertising cannot fail to make its impression if placed where the masses can read it.

124. Of course, the question of cost of the advertising enters properly into every purchase of space. The cost must be reasonable for the number of prospective purchasers influenced. If it is not, then the medium is unsuitable, whether it be magazine, newspaper, street car, bill board, or something else. Also, the advertiser of breakfast foods, shoes, soaps, etc. must use good judgment not only in the matter of cost but also in other directions. It would not be the best plan, for instance, for the manufacturer of a shoe, with only $3,000 a year to spend for advertising, to try at the outset, through magazines, to influence the shoe-buying public of the entire United States. His appropriation would

not be large enough for a general magazine campaign. The small amount of money would not create a general demand for the shoes strong enough to warrant retailers everywhere buying these shoes in preference to the shoes they were already handling, though it is true that a small but well-managed magazine campaign should prove of much assistance to the salesmen of such a shoe manufacturer, and to that extent it would be successful. Spread over all the United States, however, this appropriation would be so "thin" that it would not make a decided impression on the buying public; no great demand would be created.

Therefore, unless such an advertiser could appropriate more than $3,000 a year for advertising, he would do better to localize his publicity, that is, to use the newspapers or the street cars of one city or a group of cities, where his money would be sufficient to create a real demand. Other cities and other states could be added gradually to the territory. By following this plan, the advertiser could be sure of placing his shoes in local stores and of making sales when his advertisements had interested prospective purchasers. Little, if any, of the force of his advertising would be lost. Magazine publishers would not, however, agree with this conclusion.

125. No tabulation can be made in this Section, showing which articles can be advertised to the best advantage in the magazines, which can be marketed most readily by the use of newspapers, and which can find sale most economically by the use of street cars, bill boards, or other mediums. This is a great problem—one with which the advertising world is constantly wrestling. Sometimes there is no doubt. For instance, for department stores and retail stores generally, there is no medium that approaches the newspaper in value. However, going into the general field, three successful advertisers may be found, one depending chiefly on magazines, another on newspapers, and the third on street cars or outdoor advertising. Another instance could be mentioned in which the advertiser depends more on demonstrations of his product than on any other method. Note the following list:

Advertiser	Principal Medium	Main Support	Second Support
Department store	Newspapers	Street cars and signs	
Correspondence school	Magazines	Distribution of circular matter	Newspapers
General mail-order firm	Mail-order publications	Distribution of catalogs	
Soup manufacturer	Street cars	Magazines	Newspapers
Theater	Posters	Newspapers	Programs
Talking machine	Magazines	Trade papers	Newspapers
Wheat-food concern	Demonstrations	Magazines	Newspapers
Fountain-pen company	Magazines	Large dailies	Trade papers
Cigar manufacturer	Newspapers	Magazines	Circulars
Typical retail store	Newspapers	Circulars	

This list, while interesting, is nothing from which rules or principles may be deduced. Some of the advertisers listed have not always followed these plans, but have, from time to time, changed their policy as to mediums. The department store, for instance, supported its newspaper advertising for 1 year with outdoor signs; then outdoor signs were discontinued and street-car cards were used as a support for the following year.

126. After all has been said, *results* constitute the only satisfactory test of the value of mediums. When, after due consideration, the advertiser decides to use a medium, he should take steps to trace returns from the medium in order that he may discontinue its use in case it proves unprofitable. While making a trial, however, he should make a fair one; that is, he should expend enough money to test the real value of the space.

METHODS OF COVERING A GIVEN FIELD

127. Covering a State by Use of Newspapers.—The plan of covering a given territory depends entirely on the trade conditions of that territory and the number and character of the mediums. In Indiana, for example, the state capital—Indianapolis—is not only the largest city but the

trade and newspaper center; a glance at a map of this state will also show that it is rather unusual as a railroad center: it is also the center of a network of trolley lines. The strategic value of Indianapolis as an advertising center is shown by the fact that it has two dailies at the present time with a combined circulation of more than 150,000. This circulation is unusual for two papers in a city of the size of Indianapolis, and indicates that the papers have a grip on the state. A general advertiser planning to cover Indiana would naturally begin by using the leading Indianapolis papers, and by supplementing a strong campaign from Indianapolis with the use of the leading paper of such cities as South Bend, Muncie, Evansville, Marion, Anderson, Elwood, Hammond, Kokomo, Terre Haute, Richmond, New Albany, Logansport, Michigan City, Lafayette, Fort Wayne, Elkhart, and Jeffersonville, the state could be covered thoroughly.

At the time of the preparing of this Section, the lowest obtainable rate in one of the two largest Indianapolis dailies is $1.05 an inch and that of the other is $1.40 an inch. On a season's contract, three 5-inch, double-column advertisements can be run in these papers at a cost of approximately $150 a week, and two such advertisements can be inserted each week in the leading paper of a selection of eighteen or twenty of the smaller cities of the state for approximately $50 a week, making $200 a week for covering Indiana thoroughly with newspaper publicity.

128. Problems in Large Retail Fields.—Some situations are very complex. Take, for example, the retail field of New York City, which is one of the largest retail buying centers of the world. Many thousands of the residents of such adjacent cities as Newark, Jersey City, Paterson, and Orange, New Jersey, buy in the New York stores. Some of these are reached by the New York papers; to reach others, the local papers of these cities must be used. Brooklyn, a city of a million and a quarter population, with large stores and newspapers of its own, is now a part of Greater New York, and a large proportion of its citizens

work in New York and read New York papers. The result is that the New York stores advertise in Brooklyn papers and the Brooklyn stores, in turn, use the New York papers to a smaller extent to reach Brooklyn readers. In New York City itself, there are so many large papers of widely different followings that it is no easy problem for a merchant to decide which can be used to the best advantage.

129. Reaching Women by the Use of Magazines. If the article to be advertised appeals particularly to women, the entire United States could be covered well by a small list of mediums and much other valuable territory besides the United States reached at the same time. The following list shows how the space could be apportioned:

MAGAZINES	SPACE
Ladies' Home Journal	¼ page
Woman's Home Companion	¼ page
Ladies' World	¼ page
Modern Priscilla	¼ page
Pictorial Review	1 page
Delineator	¼ page
Good Housekeeping	1 page

These publications at the time this Section is being published print between 3,000,000 and 4,000,000 copies. The advertiser would be safe in assuming that his mediums would get into the hands of at least 12.000,000 people, possibly more, though this statement should not be construed as meaning that 12,000,000 *different* people would be reached, because many that read one of these magazines also read one or more of the others. There would be a certain amount of duplication, but for some articles this duplication would not be undesirable. The proportion of these people that will see the advertisement is indeterminable. Of course putting an advertisement before 12,000,000 readers does not mean that the United States is covered, if the word *cover* be taken in the sense of reaching everybody worth reaching. The foregoing list might be doubled and still leave out a large body of readers that would be prospective customers if reached.

But the advertiser that used this list aggressively would certainly place his advertising before the great body of intelligent woman readers.

It will be observed that quarter pages are listed for some of the publications, while whole pages are indicated for others. This arrangement was made because those in which the quarter pages are to be bought have extra-large pages.

The total rate for this space at the time of preparing this Section is approximately $4,200 monthly, the exact cost depending on the commission charged by the agency and the time that the advertising is to continue.

130. Reaching Different Classes of Men.—Suppose the article to be advertised is one that will appeal particularly to men. If it is of a strictly business character, something like an adding machine, for example, a list should be made up of magazines like System, the Bookkeeper, etc. If it has to do with hunting, publications like Field and Stream should be used to interest the enthusiastic hunter, while more general publications could be used to interest the occasional or "would-be" hunter.

Illustrations of this kind could go on for many pages, for there are hundreds of magazines that attract particular classes of readers and that have special claims for certain kinds of advertising.

VALUE OF SUPPLEMENTAL MEDIUMS

131. In war maneuvers, the successful general often finds it necessary to support his main attack by reinforcements, flanking movements, etc. So, too, the director of an advertising campaign finds it expedient to follow some such plan. A vigorous magazine campaign may be greatly strengthened by newspaper advertising in particular localities. The retailer can often support his newspaper campaign by the use of street-car cards, theater programs, or outdoor advertising; he can always strengthen his attack by the use of good printed matter. These supplemental forms not only reach a good proportion of those who see the principal

advertising, thus strengthening the impression on them, but reach many others that are not reached by the principal medium. A department store, for instance, must depend on the newspapers; in fact, nothing else would take the place of this medium. But such a store could, to its advantage, feature its hat department or its popular brands of shoes in the street cars. Likewise, judicious outdoor advertising can be made to strengthen the campaign of a business school in the newspapers or street cars.

132. Again using a military campaign as an illustration of an advertising campaign, it is found that various kinds of weapons are necessary to win a complete victory—big guns that strike hard at long range and kill dozens at one shot; and small arms that are effective only as the battle progresses, but are very effective in spite of the fact that a shot is good for only one victim and that many shots go to waste.

Supplemental mediums serve: (1) to introduce facts into territory that the principal mediums do not reach; (2) to strengthen the impression in territory very thinly covered by the principal mediums; (3) to give further details not supplied by principal mediums; (4) to give local stores general publicity in the country surrounding cities; (5) to give the advertiser the last word with shoppers coming to town or to the stores; and (6) to remind, and to keep up consumption when it is once started.

RETAIL MANAGEMENT
(PART 1)

IMPORTANT FACTORS IN SUCCESSFUL RETAILING

RIGHT GOODS AND RIGHT PRICES

1. The most important requisites of successful retailing are to have the *right goods* and to so manufacture or buy them that they can be retailed at the *right prices*. No amount of aggressive advertising can bring continuous success to a retailer that does not carry a good stock of what the people want or what they will want when it is properly advertised. Advertising can only bring buyers to a store. If the merchant's stock and prices are not attractive, the force of the advertising is lost. Local reputation is the retailer's greatest asset; and local reputation will spread only as people are pleased with what they see and buy in the store. The best clerk cannot keep on making fine sales records in a poor store; neither can advertising—salesmanship in print—keep up sales records under such conditions. This would seem to be an obvious fact, but it is altogether too seldom understood. When there is little to tell the people about, little need be expected from the telling of it. If an advertisement exaggerates or deceives and people are disappointed, the store has gained little and lost much.

Some advertisers—those who count only on making one sale to a customer—may deceive and continue to succeed, but the average retailer, in order to do a profitable business,

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must have a large proportion of his buyers deal with him regularly.

2. What the "right goods" are depends on the store and its location. A shoe store in a town of 25,000 surrounded by a farming community requires a very different stock from a store on Fifth Avenue, New York. This is a problem in the science of merchandizing that does not come properly in this Section, but since every branch of retail advertising depends so largely on right goods and right prices, a consideration of the store's stock is always of importance. The right stock does not necessarily mean a large stock. In fact, some of the most successful smaller stores are able to do a more profitable business by carrying rather small but choice stocks and turning the investments over a number of times during the year than by trying to carry large stocks. For instance, instead of buying a six months' supply of some line, a two months' supply will be bought; when this is sold by means of aggressive advertising, another two months' supply will be bought; and so on. In this way, the merchant with small capital is better able to compete successfully with larger stores. The principle of buying small stocks and keeping the goods moving—allowing nothing to stay in the store over a year—is one on which many successful retail businesses are conducted. Buying relates more closely to the merchandizing part of retailing than to the advertising, but it of course bears a relation to advertising, and it calls for good business judgment.

3. Merchants in the smaller cities frequently declare that the reason they do not carry certain lines of desirable goods is that they never have calls for them. Often, the reason that no calls are made is that customers do not expect that merchant to have the goods. A merchant in a town of 1,000 inhabitants declined to carry men's $1 and $1.25 shirts, saying that the young men of the town always went to the neighboring city of 25,000 to buy their outfits. A competitor, however, put in a stock of such shirts and advertised them, and they sold easily. When the young men knew

they could get them at home, they traded at home. There are always certain persons in small towns that want first-class merchandise; and the small-town merchant is only helping the great mail-order houses and the retailers of the larger cities when he permits those that ought to be his customers to go elsewhere for what they want.

STORE SERVICE

4. To have good **store service** is just as important as to have attractive merchandise. A retailer may make up his products in the most approved manner, or buy most judiciously, and then fail to build up a very successful business solely because of poor store service, which includes lack of system and good management in the store, short-sighted policy toward customers, inadequate delivery service, incompetent help, etc. Volumes could be written on this subject alone, but while it is a subject bearing the closest relation to advertising, it belongs rather in a study of merchandizing. On looking into the methods of such great stores as Wanamaker's, Siegel-Cooper's, Marshall Field's, and others, it can easily be seen how far store policy and store service go to build up a successful business; and wise store policy and perfect store service mean as much to the small retailer as they do to these great stores.

5. Most large stores have their service well systematized, and many of them issue books of rules for employes to study. One book of this kind cautions clerks to refer to the customer's "apartment" rather than to use the word "flat," as some people are a little sensitive about the fact that they live in flats. Clerks are requested to use the word "madam" instead of the word "lady" in addressing women; to say "Will you be seated just a moment" instead of "I'm busy; I'll wait on you when I have finished here." These are merely specimens of the hundreds of practical suggestions made to clerks in order that they may render the most efficient service in dealing with customers. Such stores

will not tolerate incompetent, indifferent clerks. If new clerks cannot be trained so that their work and speech are in harmony with the policy of the store, they are released.

It is futile to advertise courteous treatment if a customer is waited on by an indifferent, disrespectful clerk. The prestige of the store suffers when a customer comes in and the clerk says nothing of the advertised offer or is too lazy to show goods properly. The most successful advertising is possible only when the people of the store, from the proprietor down to the elevator boys, support the advertising and study to make shopping a pleasant errand.

It costs something to adopt and live up to the policy of satisfying the customer or returning his money without question, but no store in the long run ever lost anything by such a policy.

WINDOW DISPLAYS

6. Several years ago, one of the retail-trade publications asked a large number of successful retailers this question: "What method of advertising would you retain if you were forced to select one and drop all others?" About 90 per cent. of them answered that they would retain window displaying. The importance of the show window as an advertising factor cannot be overestimated. Not only does it create new business, but it gives the strongest kind of support to whatever advertising the retailer may do. The show window is without doubt the most important part of the store. It is too often the case that a retailer pays a high rent for a store of superior location and show windows, and then does not take full advantage of his opportunity to catch the attention of thousands by means of attractive window displays. The show window can be made a never-ending object of interest to passers-by. When special offerings of any kind are to be made, new goods to be announced, etc., the show windows should contain specimens of such bargains or new goods. Many small-city merchants do not show their goods properly in either the window or the store, nor give details of what they have in their advertisements, and then

bewail the fact that their customers go to larger cities to buy or order from the mail-order houses the very goods the retailers have in stock.

7. In small stores, the advertising, the window trimming, and the show-card writing are done by one person—sometimes by the proprietor himself. In such a case, he can take care that one part of this work supports the other. However, when the work is done by different persons, as in large stores, the advertising manager or the ad-writer and the window trimmer and show-card writer must keep in close touch with each other in order that they may work in harmony.

SHOW-CARDS

8. While the **show-card** is not so important as the proper display of merchandise, it is highly important both

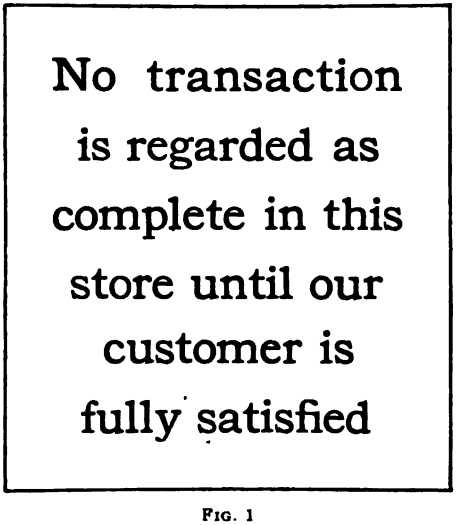


FIG. 1

in the show window and inside the store. The show-card, whether hand-lettered or printed, is a brief advertisement in nature. It attracts attention, exploits some selling point, or more often tells the price. Inside the store, good show-

cards act as guide posts to the merchandise the store is promoting.

Show-card writing is a subject to be studied independently

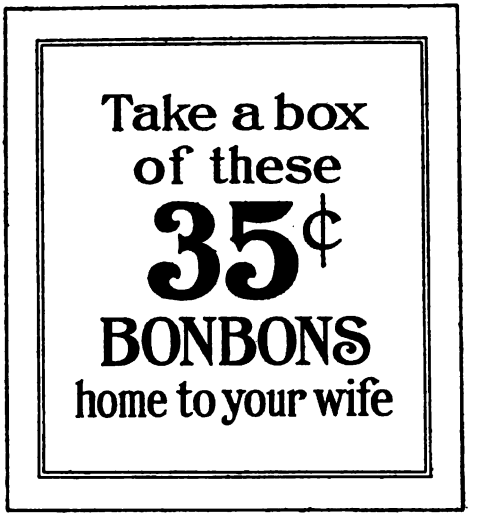


FIG. 2

and does not come properly within the scope of an advertising course. Its important relation to advertising, however, merits emphasis. Figs. 1, 2, 3, 4, and 5 show examples

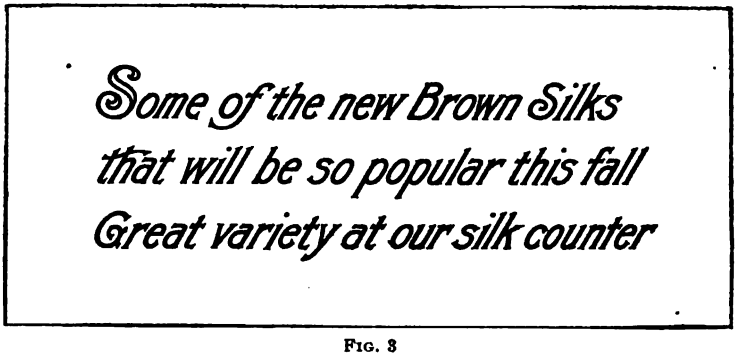


FIG. 3

suggestive of copy. Fig. 4 is a particularly good example of a timely card. It appeared in the window of a New York store at the time General Kuroki, of the Japanese army,

was visiting the United States and the newspapers had much in their columns about him. The characters on the card are

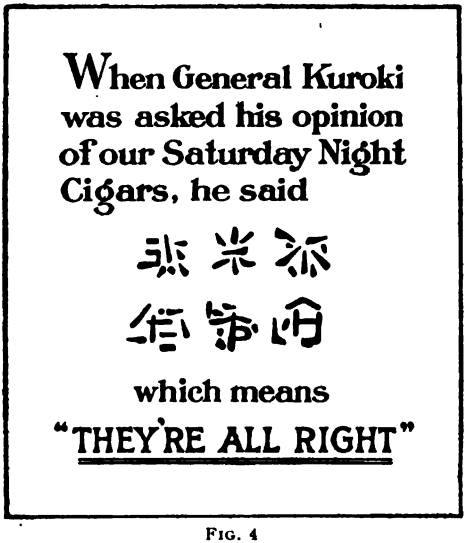


FIG. 4

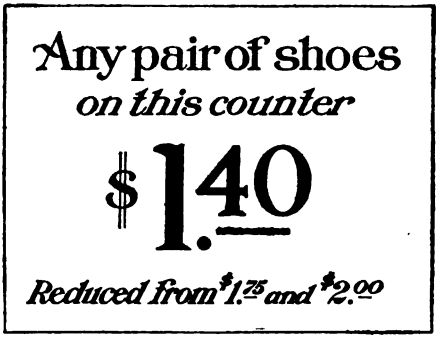


FIG. 5

not in Japanese language, but are merely drawn in imitation of Japanese writing. Poor show-cards—those which look as if some small boy had made them—are of little or no value.

BULLETIN BOARDS

9. The **bulletin board** belongs in the same class as show-cards. Drug stores, grocery stores, meat markets, delicatessen shops, confectionery shops, etc. can use outside bulletins effectively. The bulletin may consist of a frame on which may be fastened tough paper containing well-lettered items or it may consist of a blackboard on which items may be neatly lettered with crayon. In any case, the bulletin board should be so placed on the sidewalk that it will be seen by all persons that go up or down the street. Some Young Men's Christian Associations use bulletin boards to advertise their attractions and have the work done by professional letterers.

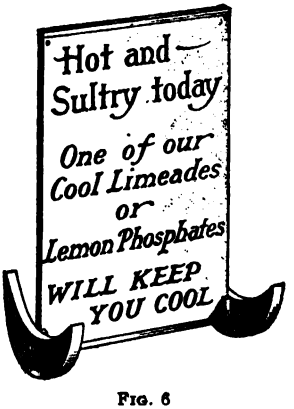


FIG. 6

Of course, only the bare items can be placed on bulletin boards. But such an item as "Fresh home-made sausage today, 12 cents a pound," may catch the eye.

Baseball scores, weather forecasts, etc. may form a part of the items on the boards, in order to get people to pay more attention, but such news items should be in line with the character of the store. Baseball scores, announcements of fishing and hunting seasons, etc. would be very appropriate for a sporting-goods-store bulletin. In Fig. 6 is shown a good example of a bulletin board for a druggist.

DELIVERY SERVICE

10. While **delivery service** is another subject that belongs to a study of merchandizing, it is so often a strong selling point that its relation to advertising should be studied by ad-writers. Of course, a store dealing largely in small goods, such as a 5- and 10-cent store, cannot afford to deliver single purchases, and will have to make the minimum purchase that will be delivered 25 or 50 cents. However, many small retailers lose valuable customers because of disinclination or lack of facilities to deliver purchases a mile or more from the store, thus giving the department stores, with their better delivery system, a chance to get the business and to hold it. It would be better to engage for this purpose a boy that can ride a bicycle, or to combine with one or more other small retailers in sharing the expense of a delivery system that will give customers prompt and efficient service. Aggressive retailers in rural communities, where team service is cheap, have cut into the trade of their competitors by delivering such purchases as a barrel of flour anywhere within 3 miles. Sometimes satisfactory arrangements can be made with a local delivery company.

Some city retailers with a view to drawing trade from surrounding country that might otherwise go to rural stores, offer to pay freight charges to any point within 5 miles.

With such retailers as bakers, grocers, butchers, ice-cream dealers, etc., prompt service is of paramount importance, and nothing is more likely to lose business for such a retailer than failure to deliver on time. If a retailer is always prepared to receive orders by telephone and to deliver with reasonable promptness, his store has a strong selling point.

PLANNING AND PREPARING THE ADVERTISING

QUALITY OF RETAIL ADVERTISING

11. Undoubtedly the poorest large class of advertising is that done by the small and medium-sized retail stores. Most large-store advertising is done with some degree of skill, for competent people are engaged in the work. But fully three-fourths of the total of small-store advertising is mediocre or worse. This, however, is not always because the store lacks merchandise and service that could be advertised well. Specialty stores and small stores frequently offer service that is unsurpassed or unequaled by large stores. Poor advertising in such cases is the result of incompetence either on the part of the member of the firm that attends to the advertising or on the part of the person that is engaged to attend to this work. Good retail advertising consists in telling the people, by means of newspapers or other mediums, essentially what a good salesman would tell them in the store; but the person that is to perform this task has to be well advanced in the art of advertising to grasp this idea and to put it into effect.

12. Need of Salesmanship Copy.—In cities of small and medium size, nearly everybody knows where the stores of the principal retailers are located. Therefore, announcements to the effect that the merchant is "still at the old stand with a full stock of goods at low prices" is an almost valueless form of general publicity. The retailer that inserts an advertisement of this kind—and a great deal of retail advertising is of just this character—would not think of making such a pointless, uninteresting statement to a customer in his store; and there is no reason for making a statement like this

in his advertisements. The new things that the retailer wants to announce and the old goods that he would like to get off his hands, should be described in his advertisements in a "newsy" style, just as he would tell customers if he called at their homes and tried to get them to come to the store. If the proprietor of the store or his best clerk has time and inclination to attend to the advertising, has a logical, fluent style of writing, describes well, knows human nature, and has good business judgment, he has some advantage over an outside writer in preparing the advertisements, because he is familiar with the goods, the class of trade, and the policy of the store. Furthermore, he has the chance to learn from day to day what attracts the people.

But unless the proprietor or one of his salesmen has the necessary ability to advertise the store properly, the best outside man obtainable should be engaged. In nearly all cities will be found capable writers whose service may be had at from $8 to $40 a month, according to the amount and character of the work. It does not pay to employ a poor ad-writer. The best advertising is none too good, and the difference between fair work and good work means more than a difference of a few dollars a week in the compensation given the ad-writer.

13. If an outside writer is employed, he should be paid for enough of his time to permit him to study thoroughly the policy and service of the store and the goods. No amount of writing ability can take the place of a thorough knowledge of the store and what it has to offer; if the writer tries to get along without this, the copy he produces will likely be superficial. He should have talks with the proprietor and talks with the salesmen; he should have the privilege of examining the goods and of asking all the questions that occur to him. Talks with the proprietor will enable him to perfect plans; talks with the salesmen and examination of the goods will enable him to get out realistic, interesting copy that will make sales. This principle cannot be emphasized too often or too strongly; that is, in

order to advertise a business successfully the ad-writer must study it and learn all the salient facts—the things that will interest people in it. For example, as suggested in *Copy for Advertisements*, Part 2, if an ad-writer is to help a manufacturer and retailer of ice cream to dispose of the product, he should not merely assume that it is fine ice cream, and go ahead with the advertising. To be sure, the mere name of the cream and of the maker and a little catch phrase, if published often enough in good mediums, will in time, make a public impression and bring some business; but the advertiser should not be content to get a little publicity for his money when the publication of a series of interesting facts, one or two at a time, will bring more business. The writer should go beyond even the process of making. He should ascertain whether or not superior cream is used and from what grade of milk it is taken. He should look into the seasoning used to see if there are strong selling points on that subject. The cleanliness with which the ice cream is made, the carefulness employed in following the formula, the facilities of the store in providing a variety of flavors in creams and ices, the features of the delivery system, a study of the different classes of people that buy ice cream, a study of the competition—all these and other things should be investigated thoroughly. If such an investigation as this is made, facts will be discovered in almost every retail business that will assist in promoting the goods offered for sale.

The same principle applies to advertisers that sell service rather than goods. Suppose, for example, that a business school is to be advertised. The general claim that "it is the biggest and the best" makes little impression on the public. The ad-writer should gather facts that show why young men and women do well to study bookkeeping and shorthand, that show how employers apply to the school for its graduates, that bring out the ability and experience of the teachers of the school, etc.

If a plumbing and heating shop is to be advertised, the telling of an instance when a break in a pipe was repaired in 38 minutes from the time the telephone call came to the

shop is worth a great deal more than the stereotyped claim of prompt service; and such items as these can be gathered only by close investigation.

14. In some cities there are advertising agencies with staffs of very competent writers that make a specialty of writing retail advertisements. These agencies enable the retailer to have the services of a high-grade man without being obliged to pay for all of his time.

15. Syndicate advertising service has also entered to some extent into the retail field. By *syndicate advertising service* is meant the service offered by firms that write up and illustrate special lines of advertisements and offer to sell this copy to one retailer in each city. Shoe advertisements, bank advertisements, and other special advertisements of this nature are favorites with syndicate ad-writers. While some of this copy is better than the work of the average ad-writer and is cheaper, it lacks individuality. If within the retailer's means, it is much better for him to have copy written particularly for his store and his special line of goods.

THE YEAR'S WORK

16. What the Plan Should Cover.—The advertising of any retail business should be conducted along the lines of a general plan, or scheme, determined in advance. At the beginning of each new year, the firm and the advertising manager should, if possible, decide: (1) how much money is to be spent during the year for advertising of all kinds; (2) in what mediums it is to be spent; and (3) the amount to be spent in each of the 12 months.

17. Annual Expenditure for Advertising.—Before a new advertiser decides how much he will spend for advertising, he should first arrive at a clear understanding of the relation of advertising to his business. Some business men look on advertising as an unproductive expense item only —a necessary evil, as it were—like bookkeeping or stationery; and, without doubt, the kind of advertising that lacks

every element of salesmanship—that runs without change of copy week after week—is an unproductive item of expense. Other business men regard advertising as an investment, which, if properly cared for, will yield a good profit. This is the modern view of advertising. Advertising pays if it is made to pay. It is very easy to lose money in advertising that is badly planned and poorly conducted, while, on the contrary, it is almost as easy to make money in advertising that is well planned and skilfully conducted.

18. Margin for Emergencies.—It is seldom the case that any advertising plan—no matter how skilfully conceived—can be rigidly adhered to. Conditions may arise that will necessitate a heavier expenditure in some months than was originally provided for; or, perhaps, in some other month, less advertising is done than was anticipated. These ups and downs offset each other as a rule, but every appropriation for advertising should be large enough to meet emergencies or cover unlooked-for expenditures that are almost certain to become necessary or advisable. For instance, if a merchant is unwilling to spend more than $6,000 for the year's advertising, the plan should dispose of not more than $5,500, leaving a margin of $500 to meet unusual expenses or to take advantage of unexpected opportunities.

19. Amount That Can be Profitably Spent.—In deciding on how much to spend for advertising, the retailer must consider: (1) the average gross percentage of profit on his sales, and (2) the net annual percentage of profit on his capital. It is apparent that if the gross profit on an article is $1, the amount that can be profitably spent to sell it through advertising must be much less than $1. A portion of the dollar profit must go to pay its share of the store rent, the salesmen's salaries, and the other expenses of the business. Then, in order that there shall be some net profit left, only a portion of the remaining gross profit may be spent in advertising.

20. A successful Brooklyn store furnishes an illustration of how skilfully cost of selling may be figured. According to its figures, the average cost of selling is 23 per cent. of the sales. Ten per cent. of this figure covers general store expense, rent, light, depreciation of stock, etc.; the remaining 13 per cent. covers the cost of labor and advertising. If labor can be kept down to 6 per cent., then the store has 7 per cent. for advertising. Of course, both the sum represented by this 23 per cent. and the profit percentage of this store are added to the cost prices of goods. The full amount is not added to the prices of those articles that must be sold close to cost, but on other articles a higher profit percentage is added, so that the average sales will bring in the full expense and profit percentages.

To illustrate how advertising, in spite of the expenditure, makes a business profitable, suppose that a retailer is selling clothing, without advertising, at an average gross profit of 40 per cent. If he sells $10,000 worth of clothing at 40 per cent. profit, he will take in $14,000 and his gross cash profit will be $4,000. Out of this amount he must deduct perhaps $1,000 for rent, insurance, etc., and $2,000 for salesmen's salaries and all other expenses. This leaves $1,000 net profit; just 10 per cent. of the $10,000 originally invested. Therefore, the net annual percentage of profit on his capital is 10 per cent. If he now decides to begin advertising, he may, perhaps, appropriate 4 per cent. of his gross sales.

21. Turning Over Capital.—Now this question arises: If this retailer can regularly make 10 per cent. net profit without advertising, why should he spend $560 of this $1,000 profit and thus cut down his percentage of profit from 10 per cent. to 4.4 per cent. The answer is: Advertising should largely increase the number of sales, and several sales during a year at a net profit of 4.4 per cent. on each sale is better than one sale during the year at a net profit of 10 per cent. As business men express it "Advertising causes a more rapid turnover of capital." In this way, larger earnings on small capital are made possible.

To illustrate this point, suppose that a clothing dealer's entire capital is $40,000, and that without any advertising he is able, during the year, to sell $40,000 worth of clothing at a net profit of 10 per cent. Then he will have used or "turned over" his capital just once during the year, and the net annual profit of the business will be $4,000, or 10 per cent. on his investment of $40,000. In another year, he decides to spend in advertising 4 per cent. of the gross sales of the previous year (value of stock, $40,000 + $4,000 profit = $44,000 in gross sales), or $1,760. Though this additional selling expense reduces the profit on individual sales, it enables him to make very many more sales during the year and to end the year with total sales of $70,000; still the capital required for this business was the same $40,000 of the previous year. Thus he has been able to turn the $40,000 over once during the year and lacked only $10,000 in sales of turning it over twice. Even if the advertising and other additional selling expense has reduced the net profit on each sale to 7.526 per cent., the total net profit for the year is $4,900, which is $900 greater than the previous year and amounts to 12.25 per cent. profit on the investment, a gain of 2.25 per cent. over the previous year. Then, too, the inside running expenses of a business, rent, salaries, etc., should not increase in exact proportion to the increased sales. This is another of the many benefits of advertising.

It should not be inferred from the foregoing that 4 per cent. of the gross sales is the proper percentage for all clothing stores. This percentage is merely used as an illustration. The proper percentage depends on the amount of the trade, the size of the territory, and other conditions. It might be 4 per cent. or it might be 6 or 8 per cent.; the exact amount is a question for the advertiser and his advertising man to decide.

The smaller the capital of a business, the more necessary is a frequent turnover of that capital. If a grocer has only $2,000 capital, and expects to make a $1,000 living out of his grocery business, he will certainly have to turn over his capital many times during the year. This is one good reason that the retailer with a small capital should advertise.

22. Advertising a New Firm.—Firms already established in business know from experience what their net profit has been and can allow a definite percentage of total sales for advertising. But firms just starting in business must take as a basis of calculation an estimate of sales. Whether such an estimate be correct or not will depend on their business judgment and experience. However, no new store can get a start nowadays in a town or city without a fair advertising outlay, and the expenditure must necessarily be larger than that required to produce the same results for an established business. The public needs to be told of the new firm's existence, and why it should transfer all or part of its patronage from the older firms to the new. Many a new retail business is operated for the first year at a loss, due to the heavy advertising required at the start. But after the "ball is started rolling" the problem of securing business through advertising becomes much simpler.

23. Spending Cash Discounts for Advertising.—To encourage the prompt payment of bills, and to avoid the acquirement of bad accounts, wholesalers usually allow retailers a discount of from 2 to 10 per cent. on merchandise bills that are paid within 10 days of date of invoice. Some retailers make it a rule to spend the amount of their cash discounts for advertising. But this is a rather uncertain plan, if followed literally. Such advertisers must figure that their yearly average of discounts about equals the amount they are willing to spend for advertising, so it would seem better to determine their expenditure definitely on a percentage-of-sales basis.

24. Determining the Total Expenditure for the Year.—Having decided what percentage of sales is to be spent in advertising, the retailer may determine in advance his total expenditure for the year, either by taking as a basis of calculation the sales of the year just ended, or the total he expects to get during the year just beginning. Where the advertiser is satisfied with a slow but steady business growth, the former basis of calculation is the safest; where, on the

other hand, he desires to increase his annual sales rapidly, he must use the latter basis of calculation.

Inasmuch as the retailer is buying goods throughout all the year, it would seem practicable for him to spend for advertising a certain percentage of the total sales of each lot of goods from time to time. But this plan is open to serious objections: First, he would be unable to decide in advance his probable expenditure for the year. He could therefore make no definite plans as to the distribution of his expenditure, and not being able to estimate how much advertising he would do, he could not get the most advantageous rates from any newspapers but those selling space on the flat-rate basis. Second, it must be remembered that the percentage of sales with which he is figuring is an average percentage, determined after careful consideration of his annual business. It would not be practicable, for instance, for a dry-goods house to spend the same percentage in advertising a staple like cotton as in advertising more profitable articles like silk skirts. The merchant might perhaps spend ½ per cent. on the cotton and 4 per cent. on the silk skirts, and so on with other articles, as long as his total for the year averaged up correctly. In the case of the larger retail stores, the advertising is not always conducted solely to force the sale of the articles advertised. Certain articles may be offered as leaders to draw the crowd. For instance, in "Annual White-Goods Sales," cotton sheeting is sometimes offered below cost, simply to create talk and to draw customers to the store, where more profitable goods may also be sold to them. In such a case, the advertising of the cotton may cost as much as, or more than, the amount received for it.

All these arguments apply with equal force to the scheme of spending cash discounts on each line for advertising to sell it.

Advertising is resorted to in order to promote trade in general, rather than to dispose of each different line of goods separately. It is something like a man drawing a salary of $20 a day. On many days he will not earn $5, but on other days he may earn $200. In the whole year his

worth to his employer may average more than $20 a day. Just so with advertising. It is impossible to count the returns on any one dollar spent for advertising, but $100 or $5,000 judiciously spent will surely produce satisfactory results.

APPROPRIATIONS

25. Time Distribution of Appropriations.—After the total annual expenditure has been determined, the amount to be paid out for the salary of the advertising manager, or ad-writer, and the margin reserved for emergencies should be deducted from the estimated total expenditure. The remainder will represent the amount that is to be spent for space in various mediums and for printing and other advertising expenses.

The next thing to be determined is how much is to be spent in each of the 12 months of the year. This brings up the question of when it pays best to advertise: when business is naturally dull or when it is naturally brisk.

On the one hand, advertising might be considered as a stimulant for brisk trade at a time when everybody is inclined to buy; just before Christmas, for instance, it would seem best to use large space in an effort to capture a fair share of the holiday business. On the other hand, a plausible argument would be that since everybody intends to buy Christmas presents whether the dealer advertises or not, he might as well save his money and buy advertising in dull times, when business needs a tonic.

26. There are good points in both arguments, but the practice of experienced advertisers is to advertise heavily when conditions are favorable for business, and in dull times to advertise just enough to keep their goods before the public, or sufficient to keep their salesmen busy.

Midsummer is the dullest period for most lines of business, but there are some that thrive best in hot weather, such as liveries, ice-cream parlors, and laundries.

It should not be a difficult matter for any retailer to decide what percentage of his business was done in each month of the previous year. His books should show this in dollars and cents. It will be a safe plan for him to distribute his advertising over the 12 months in about the same proportion, except that the weak months should be favored a little. Suppose, for instance, his books show that his business, month by month, for the previous year was proportioned as follows: January, 8 per cent.; February, 9 per cent.; March, 10 per cent.; April, 8 per cent.; May, 7 per cent.; June, 5 per cent.; July, 5 per cent.; August, 6 per cent.; September, 8 per cent.; October, 10 per cent.; November, 12 per cent.; December, 12 per cent.

Inasmuch as many of his fixed expenses, such as salaries, rent, insurance, etc., are the same in June as in December, it is apparent that if the percentage of business of these two months, for instance, could be more nearly equalized, it would be advantageous. Therefore, the advertiser might distribute his appropriation as follows: January, 8 per cent.; February, 9 per cent.; March, 10 per cent.; April, 8 per cent.; May, 8 per cent.; June, 6 per cent.; July, 6 per cent.; August, 7 per cent.; September, 8 per cent.; October, 9 per cent.; November, 10 per cent.; December, 11 per cent.

Of course these figures are assumed, for the sake of illustration. They might apply to one business and not to another, but in distributing an appropriation, these points should be borne in mind: First, in the busiest season, trade comes easily and returns from good advertising are immediate and tangible, but it is bad policy to advertise too heavily and thus draw more people to the store than can be profitably handled. The advertising should be sufficient to keep the store only full, not "jammed." Second, in dull seasons trade does not come easily and the advertising returns are as a rule intangible, but the money is not wasted. Dull-season advertising makes busy seasons busier. Such advertising gives the store publicity, and when people get ready to buy, they will go to the store whose advertisements have made the most favorable impression.

27. Distribution of Appropriation Among Mediums.—After deciding *when*, the next step is to determine *how* or *where* the appropriation is to be expended. The retailer may consider *newspapers*, *street cars*, *outdoor displays*, *letters*, *circulars*, *novelties*, and *house publications*. Just what percentage should be spent in each medium depends on the nature of the business. As a rule, however, the newspaper has the bulk of retail and local advertising.

CHANGING THE PLAN

28. Of course, when possible, it is well to decide in advance of or in the early part of the year just what can be spent for advertising, and when and in what mediums the allowance should be spent. But these general plans are usually subject to much change as the advertiser "feels his way." The results of some special advertising may be such that the advertiser would be justified in immediately making an extra appropriation to be expended along the line of the successful plan. One medium may prove decidedly unprofitable and make further expenditure in that direction most inadvisable. Therefore, while it is always well to plan and to advertise systematically, the advertiser cannot afford to tie himself to any hard-and-fast plan. What he thinks in January to be the proper course for the year, may, before half the year passes, prove to be an unwise plan. Plans often have to be changed from month to month, as the advertiser gets more light on his problems.

CONTRACTING FOR SPACE

NEWSPAPERS

29. In contracting for newspaper space, it is well to remember that the paper with the lowest rate is not necessarily the cheapest; it is usually the most expensive, when circulation is considered.

Some advertisers, such as banks and laundries, are safe in contracting to use a certain amount of space daily or every other day or twice a week for a year, but most retailers should contract merely for a certain amount of space to be used at will. By this plan, the retailer can gauge his advertising according to weather conditions, current events, state of trade, condition of stock, etc. When he wants to use large advertisements, he will be at liberty to do so; when he feels it best to discontinue for a short time, there is nothing in the way. With the solicitor of the newspaper, the advertiser should come to a specific understanding as to the page and position for his advertisements, and when the advertisements are run, should then check carefully to see that he gets what he pays for.

Most papers have *space discounts;* that is, they give a lower rate for 5,000 or 10,000 lines of space than they do for 2,000 lines. The retailer should have a contract to the effect that in case he begins with the idea of using 2,000 lines, for instance, he shall have the 5,000-line rate for all space used, in the event that he shall use up to 5,000 lines.

30. Most small newspapers—and some large ones—are careless in setting and placing advertisements. The average compositor will either try to use too many styles of type and too much rule and ornament or else go to the other extreme and set up the advertisement carelessly with any style of type that may be at hand. This condition can be prevented by furnishing layouts with the copy or by threatening to cut off patronage if the copy is not set properly.

31. Profitable Use of Small Space.—Most retail advertisers use small space; that is, their advertisements rarely exceed 16 column inches. It really requires more skill to get satisfactory returns out of small space for a small store than to make large space profitable for a large store. Large advertisements attract the reader simply by their size and by the variety of articles offered for sale. But in writing small advertisements the ad-writer is restricted

by lack of space and must get the very best value out of a few words, small illustrations, and small display type.

The best plan in using small space is to specialize on one article or on one line of articles in each advertisement. If several papers are used each day, then several articles or several different lines may be advertised each day. The advertiser should exercise his best judgment in selecting the articles to be advertised, using only such as are very desirable, because of style or price, or some other selling point. These leaders will draw the people to the store and give the clerks an opportunity to sell them a variety of articles. It is a mistake to attempt to run a department-store style of advertisement in space only large enough to present a few articles properly. Some of the most successful retailers in the country have increased their business largely through the use of 2- and 4-inch advertisements in the daily papers. Special position is of more value with small space than with large space. A large advertisement will be seen wherever it is placed, but the small advertisement must be favored.

32. Individuality in Appearance of Advertisements.—It is desirable to attain individuality in all advertisements, because in this way the hasty reader is enabled to recognize the advertisement of a favorite store at a glance. While the average woman might never notice the difference between De Vinne and Post Old Style, she is nevertheless more susceptible to tasteful typographical and illustrative effects than the average man. Care should therefore be exercised in the selection of a good face for the advertisements, but this one style of type should not be used continuously until it becomes "stale."

STREET CARS, POSTERS, AND SIGNS

33. Street cars are well adapted to various lines of retail advertising. Their use is dealt with fully in *Street-Car Advertising*.

Posters and outdoor signs are not so valuable to retailers as are other mediums, although they afford general publicity that is of value. The use of posters and outdoor signs is dealt with in *Outdoor Advertising*.

MISCELLANEOUS MEDIUMS

34. Retail advertisers are regarded as legitimate prey by every one that gets up a program, a directory, a time table, or anything of this nature. As pointed out in *Mediums*, the cost of advertising in practically all these mediums, though frequently small, is usually far beyond the real value. About the only exception is the theater program that is widely distributed, and even this is usually inferior to newspaper advertising. It is well to make a fair trial of theater programs, inserting advertisements of a distinct "store-news" character and changing copy frequently. Returns should be checked carefully. A restaurant that makes a specialty of after-theater dinners should find theater programs profitable mediums. Such advertisers as jewelers and retailers of hats, shoes, clothing, liquors, etc., should also be able to use theater programs profitably.

USE OF FORM LETTERS

35. Letters in imitation of typewriting, or **form letters**, that deal interestingly with the dealer's proposition and are mailed or delivered to old and prospective customers sometimes bring good results. Lists of names to which such letters may be sent may be made up from sales records or from directories. To get results, letters must contain more than a general plea for business.

There is an enterprising tailor that never fails, near the end of a season, to send out a letter to his patrons, telling them of the odd trousers patterns he has on hand and offering to make up one pair for $5.50 or two pair for $10 from the same measure at the same time. He writes as if he were giving them inside information of the sale before offering the patterns to the general public.

SAMPLING

36. In the case of a bakery, specimen loaves of the best bread could be left, as samples, at homes in the section from which the baker could reasonably hope to draw trade. Distributing samples is expensive, but it pays in the long run if the goods are of sufficient merit. No housewife with whom a loaf of fine-looking bread is left is going to throw it away; it will be tried, and if it is better than the bread she has been using, she is more than likely to buy the new bread regularly. A new baker could, of course, sample as thoroughly as his advertising appropriation allowed. An established bakery would pursue a different plan, leaving samples only at homes where it did not already have a customer.

Sometimes, grocers, in undertaking sampling campaigns of coffees, flour, etc., are able to get samples from the manufacturer. The retailer is trying to increase the sales of the brand, and it is only fair that the manufacturer should share the expense.

Checking carefully the value of each plan as he proceeds, the retailer should be able to determine what pays and what does not. The baker, for instance, might distribute 500 loaves in a given section and watch results carefully before going further with the sampling plan. After trying the distribution of the full-sized loaf, he might try the distribution of a small-sized loaf, with a ticket entitling the holder to a free full-sized loaf with the first purchase at the bakery. This plan would bring the prospective purchaser to the bakery.

CIRCULAR ADVERTISING

37. While the newspaper is the medium of the greatest value to the average retailer, there are many retailers so situated that they cannot use newspapers profitably. Take, for example, the case of a grocer, a baker, or a druggist in one end of a large place like Chicago, Philadelphia, or St. Louis. Being away from the central part of the city and dependent for trade on just one section of it, this retailer

cannot afford to pay the rates of newspapers that circulate over the entire city. The section in which he can hope to get patronage probably does not constitute one-fiftieth part of the city's area. If, therefore, he uses newspapers that circulate over all the city, he pays for a circulation of which forty-nine fiftieths will do him no good. Sometimes, where an advertiser is located in a suburb of a city or in a near-by smaller city, the newspapers of the large city will give him special rates, but in many cases even the special rate makes advertising prohibitive.

Such a merchant has a hard problem to solve, but it is not unsolvable. Unless the distribution of circulars at the doors of homes is prohibited in his city, he can at intervals get out well-printed circulars describing his offers, much in the manner of a newspaper advertisement. He can have these circulars distributed by boys, he can send them through the mail, or he can send out one of the circulars with every package. He can also send out large mailing cards describing specialties.

38. Suppose, for instance, that a grocery store is to be advertised. A well-printed bulletin of the offerings of the store for the week might be made up with a title like "Browne's Grocery News," in the style of a little newspaper page, as shown in Fig. 7, which is intended merely to give a general idea. Following the methods of the large stores, the grocer may put up a leader for each day of the week, offering a well-known brand of soap at cost for one day of the week—limiting the number of bars sold to each customer —offering some other article of a standard nature for the next day, and so on for each day of the week. Of course, the grocer will make nothing on these specialties, but they will bring customers to the store and he will as a result get some of the regular trade of such customers.

Best of all, these bargain offers will insure the reading of the bulletin. The careful housewife is ever on the lookout to see how she can save a little of her allowance. If the grocer finds that too many come in to buy the specials, he

September 10, 1909

Browne's Grocery News

New Goods This Week	The Old Favorites	Improved Delivery Service

Special Monday Offer	**Special Wednesday Offer**	**Special Friday Offer**
Special Tuesday Offer	**Special Thursday Offer**	**Special Saturday Offer**

can vary his offers by advertising on one day to give a 5-cent cake of Ivory soap with every 50-cent purchase; on another day, a bottle of good olives with every dollar purchase; etc. On these special offers the profit will be little or nothing, but the point is that they bring people to the store, and if the grocer's store and service are what they should be, he will be able to increase his regular trade steadily.

39. Supplementing the Newspaper Campaign With Circulars.—In general, the retailer should rely on newspaper advertising (and sometimes on car cards and theater programs) to create new customers. To help him hold these customers, he should do a certain amount of circular advertising. It is not enough to draw a new customer into the store for a bargain or a purchase at a regular price. Such a store as a piano store need make only one sale to a customer to do a successful business, but most retailers have to depend for profit on steady patronage. If no attempt is made to make regular customers out of the new people that come in, they may drift away to other stores. Circular advertising plays an important part in making steady customers out of new ones.

40. List of Customers.—Every retailer should know exactly who his customers are. He is aware that a pleased customer is the best advertisement, but usually makes no effort to please except when the customer is in the store with some money to spend. The retailer should learn from his mail-order competitor the value of good follow-up work. Many mail-order dealers will spend more to get a new name on their books than the first sale is worth. For instance, a dealer in art furniture advertised a plate rack for $1, delivered express prepaid. It actually cost him more than $1 when placed in the home of his customer, but he obtained through this offer the names of many persons interested in art furniture. By means of his follow-up system he hoped to make them permanent customers, and it is said that his plan was successful. The lesson to be learned from this is that the retailer does well to get the names and addresses of

all customers, provided he can get the information tactfully. The name and address must always appear on the sales check when goods are to be delivered, and the information can also be obtained in most cases from customers that take their own packages. These names should be transferred to a card file. Then, each day the duplicate sales checks should be checked through, and whenever any new names appear they should be entered in the files.

With a complete card file of all his customers, the retailer is prepared to supplement the newspaper advertising by follow-up matter that will hold and develop trade. The principle of bargain advertising is to get the customer into the store. A woman may come in expecting to buy only the single bargain advertised, but the tempting counter displays and tactful salesmanship of the clerks usually cause her to buy articles that were not advertised. The retailer of a single line of goods can do much more than this. He can follow up his customer with mailed or distributed circular matter that will induce her to come again for more purchases. He can keep her informed of the arrival of new goods, invite her to attend openings or demonstrations, advise her of some very special bargains "not advertised in the newspapers, but announced to our regular customers only," etc. Such supplementary advertising is sure to retain customers and to build up a clientele of pleased purchasers that will stand by the store that stands by them. For the most effective operation of such a system, the card file of customers' names is essential. The ways of using such a list and the preparation of follow-up material will now be considered.

41. Method of Introducing New Goods.—A concern in New York advertised in the magazines for the names of women that desired to receive samples of the latest metropolitan dress fabrics. When the samples and descriptions were sent to inquirers, an effort was made to sell them some of the goods.

The retailer can utilize this scheme for introducing and popularizing new goods quickly. As soon as a shipment has

been received, a description of the goods—with their use and price—should be printed on small envelope-size cards, which should be enclosed with samples of the goods and mailed to all the addresses in the file. The card might be headed "Special Sample Service for Blank and Company's Regular Customers," or something of that sort. Every woman likes to see samples and prices of new goods, and will be pleased at the attention given her by the firm. This circularization is more than likely to create or stimulate a desire for new apparel, which will result in more business. Often the manufacturer will furnish a card or folder that can be used in this way, and will print on such matter the name and address of the retailer.

42. Invitations to Sales.—A list of customers' names is especially valuable in case of an opening or a special sale. A neat card or folder printed in imitation of an engraved invitation to a society event should be sent to each address in a plain, sealed envelope. In the case of customers that prefer to be waited on by some particular clerk, the invitation may be accompanied by the clerk's personal card. As a change from the imitation of the social invitation card, the retailer can use effectively a neat letter printed in small typewriter type on a note sheet bearing the monogram of the store.

43. Package Circulars.—A very effective way of distributing any kind of circular matter is to enclose one copy in every package sent out from the store. In Fig. 8 is shown a circular that was used by a laundry. Only a small proportion of the readers of a newspaper advertisement become customers of the store, but these package circulars go only to customers, people that are familiar with the store and are most likely to purchase at some future time. The circular is found when the package is opened, at a time when the customer is interested in her purchases and in the store. It is likely to be read, and will be effective if it is brief and to the point. Such a circular might take the form of a weekly bulletin, in which the concern could list, say, half a dozen

choice offerings for that week only. This scheme gives a small store a chance to operate the bargain idea on a small scale and to dispose of remnants or odds and ends of stock, the quantity of which would not warrant the expense of a newspaper advertisement. Such a bulletin could be printed on single sheets of good paper and headed "Blank and Company's Weekly Bulletin Service for Regular Customers Only."

Figs. 9 and 10 show examples of good folders to be sent out with goods or to be handed to customers. The illustrations show only the inside pages. In the original, the folder



FIG. 8

shown in Fig. 10 had an outside cover showing a Christmas wreath of holly with the berries in red. Note the sensible suggestions made regarding Christmas presents. This was a most seasonable circular.

44. Mail Folders.—The **mail folder** is to retail advertising what the booklet is to mail-order advertising. While few retailers can profitably use booklets, they should all send out at least two folders a year—spring and fall—and in a great many cases one each month could be made to pay well if properly prepared. The advantages of monthly



Cushion Shoe

OUR "Cushion Shoe" was designed for the comfort of chronic standees.

MADE from the softest of vici kid, its especial feature is a felt cushion covering the usual insole and enclosed in a kid case.

BESIDE that the 'counter' is made specially long and with the help of a steel shank supports the overtaxed instep.

FOR brokers, doctors, accountants, and all others who stand much, the "Cushion" is most restful.

$5

Rogers, Peet & Co.

258-842-1260 Broadway, New York

Three Stores

FIG 9

§13 10339

Gifts Worth the Giving

SO THE GIFT, SO THE FRIENDSHIP. Frivolous tokens invariably mark a frivolous admiration; while gifts such as one finds in our magnificent assortment are wholly suggestive of affection of the truest sort. Always giveable gifts, always acceptable gifts. They're the only kind on show here.

The problem of choosing the right present vanishes the instant one gets amidst this vast assemblage. Look whichever way you will, you'll gaze on pertinent suggestions---for father, for mother, for sister and brother and the others likely to be remembered by you.

Strange indeed if one cannot find a token to satisfy both fancy and purse from an assortment so vast, so diversified and so modestly priced. It's the Mecca for discriminating Yuletide shoppers---unquestionably.

Walk in and look around.

China Hall

GEO. V. MILLAR & CO.

213-215 Washington Avenue

FOR WOMEN

Trinket Sets
Puff Boxes
Cream Boxes
Bon Bon Boxes
Jewel Trays
Comb and Brush Trays
Cut Glass Candlesticks
Silver Candlesticks
China Candlesticks
Kayserzinn Candlesticks
Bric-a-Brac
After Dinner Coffee Cups
Chafing Dishes
Jardinieres
Cologne Bottles
Hair Pin Trays
Ink Stands
Manicure Trays
Paper Cutters
Paper Weights
Ring Trays
Tea Bells
Tea Caddies
Rose Bowls
Art Pottery
Fruit Dishes
Pin Trays
Five O'clock Tea Kettles
Flower Vases
Fern Dishes
Candle Shades
Hair Receivers

FOR MEN

Cigar Jars
Tobacco Jars
Cigarette Jars
Pipe Racks
Ash Trays
Match Holders
Claret Jugs
Teddy Kettles
Chafing Dishes
Student Lamps
Gas Portables
Electric Portables
Ink Stands
Paper Weights
Steins
Liquor Sets
Decanters
Carving, Steak and Fowl Sets
Den Furnishings
Silver Shaving Mugs
China Shaving Mugs
Battery Bottles
Cut Glass Flasks
Carver's Assistant
Loving Cups
Card Trays
Paper Cutters
Cuspidors

Cigar, Tobacco and Cigarette Jars come in cut glass, carved wood, Dunhams, Meerschaum, plaster and various other wares.

HUSBAND TO WIFE. WIFE TO HUSBAND CHILDREN TO PARENTS

Tea Sets
Dinner Sets
Breakfast Sets
Chop Sets
Salad Sets
Berry Sets
Ice Cream Sets
Egg Sets
Fish Sets.
Game Sets
Bread and Butter Sets
Steak Sets
Chocolate Sets
After Dinner Coffee Sets
Chamber Sets
Candelabras
Hanging Lamps
Parlor Lamps
Princess Lamps
Candlesticks

SILVERWARE

Knives
Forks
Tea Spoons
Table Spoons
Soup Spoons
Oyster Forks
Berry Forks
Butter Knives
Berry Spoons
Dessert Spoons
After Dinner Coffee Spoons
Bread and Butter Spreads
Sugar Shells
Cocoa Ladles

Potteries, Art Bronzes and other highly artistic wares.

CUT GLASS

Tumblers
Cordials
Wines
Sherrys
Clarets
Champagnes
Goblets
Decanters
Olive Dishes
Jelly Dishes
Bon Bon Dishes
Lemonade Glasses
Berry Dishes
Fruit Dishes
Creme de Menthes
Oyster Cocktail Glasses
Spoon Trays
Celery Trays
Ice Cream Trays
Ice Tubs
Rose Bowls
Mustard Pots
Salts
Peppers
Oil Bottles
Vinegar Bottles
Whipped Cream Bowls
Flower Vases
Punch Bowls
Finger Bowls
Cocktails

FIG. 10

folder distributions are: First, they continually remind regular customers that the advertiser wants to retain their trade; those who ask for anything are most likely to get it, and these monthly requests for business are likely to prevent the shifting of trade to other dealers. Second, they keep the advertiser's name and goods in the minds of prospective customers; when they are ready to purchase anything in his line they will be influenced to buy from him. Third, many

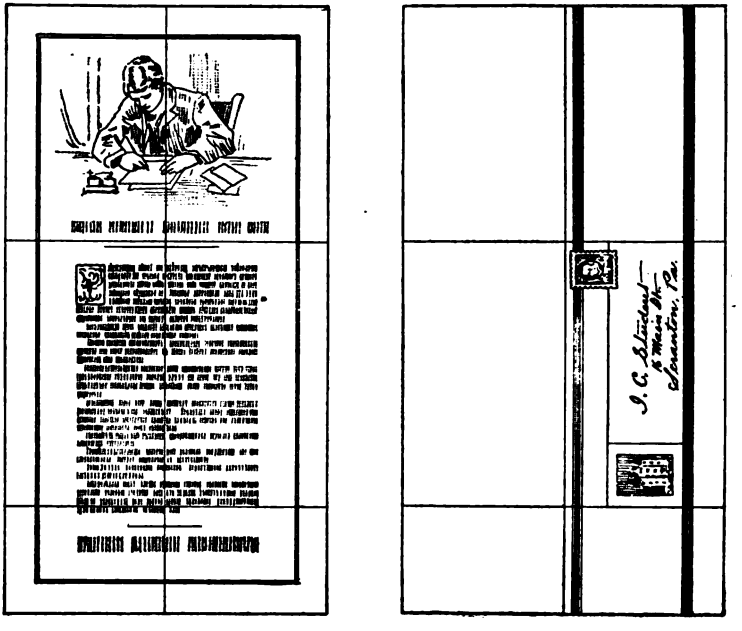


FIG. 11

people that do not regularly read the newspaper advertisements will read folders personally addressed and sent to them by mail.

The most economical and satisfactory form of folder is a sheet of rather heavy paper so printed and creased that it can be folded to about the size and shape of an ordinary envelope and can be mailed under a 1-cent stamp. Figs. 11, 12, 13, and 14 show open and folded shapes of several folders of this character. In those shown in Figs. 11 and 12,

one of the folds slips into the other and is held by it. The folder shown in Fig. 14 has one fold trimmed to a point so

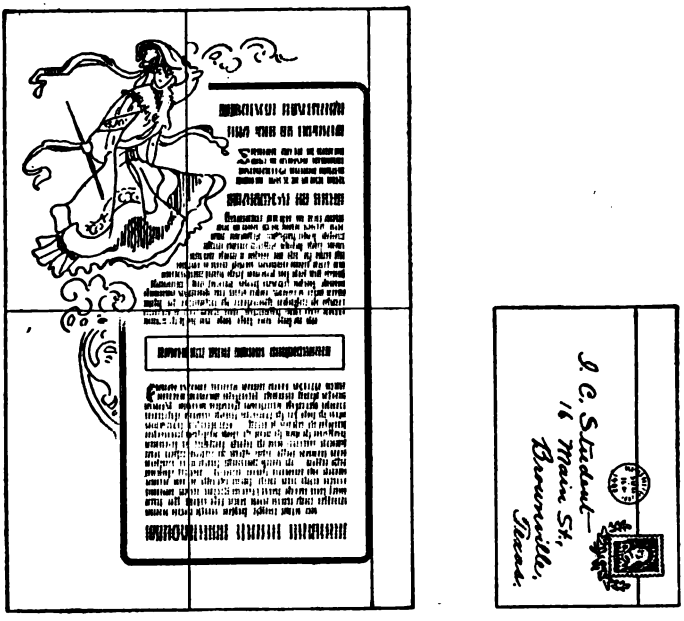


FIG. 12

that it can be inserted into a slit made in another fold. Those shown in Figs. 12 and 13 are held together by a 1-cent stamp. These are all good schemes, and the folders can be

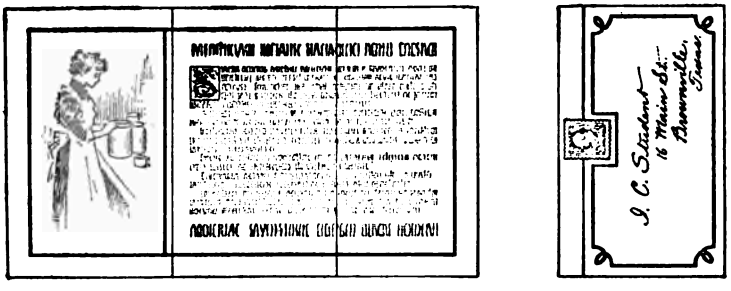


FIG. 13

varied in size and style to suit the advertiser's requirements. As a rule, the printing is on one side only and in large type,

but often the outside fold bearing the address and stamp is ornamented, or some catchy line or quotation relating to the goods is printed above or below the address. Such printing on the outside need not always "give away" the contents of the folder, but may be some general statement like "A penny saved is two pence earned," or "This is the stuff that dreams are made of," depending on the thought that the advertiser wishes to instil into the reader's mind before the folder is opened. The copy for the inside sheet should be about the same as that used for a newspaper advertisement, but it may be as bright or chatty in style as the writer can make it. The inside and the outside of a folder, illustrating the general style of matter used and the manner of folding, is reproduced in Figs. 15 and 16.



FIG. 14

It should be remembered that folders cut in such unusual shapes as a miniature hat, a pumpkin, etc., will require the cutting of a special die, which will increase the cost of the job.

45. Post-Card Folder.— Another form of folder that has recently been used to some extent is one in which a post card for reply is attached to the main sheet. Such folders must be so constructed that the post card when torn off will meet the post-office requirements as to thickness, size, and color. The folders shown in Figs. 13 and 14 may be made with post cards attached. The post

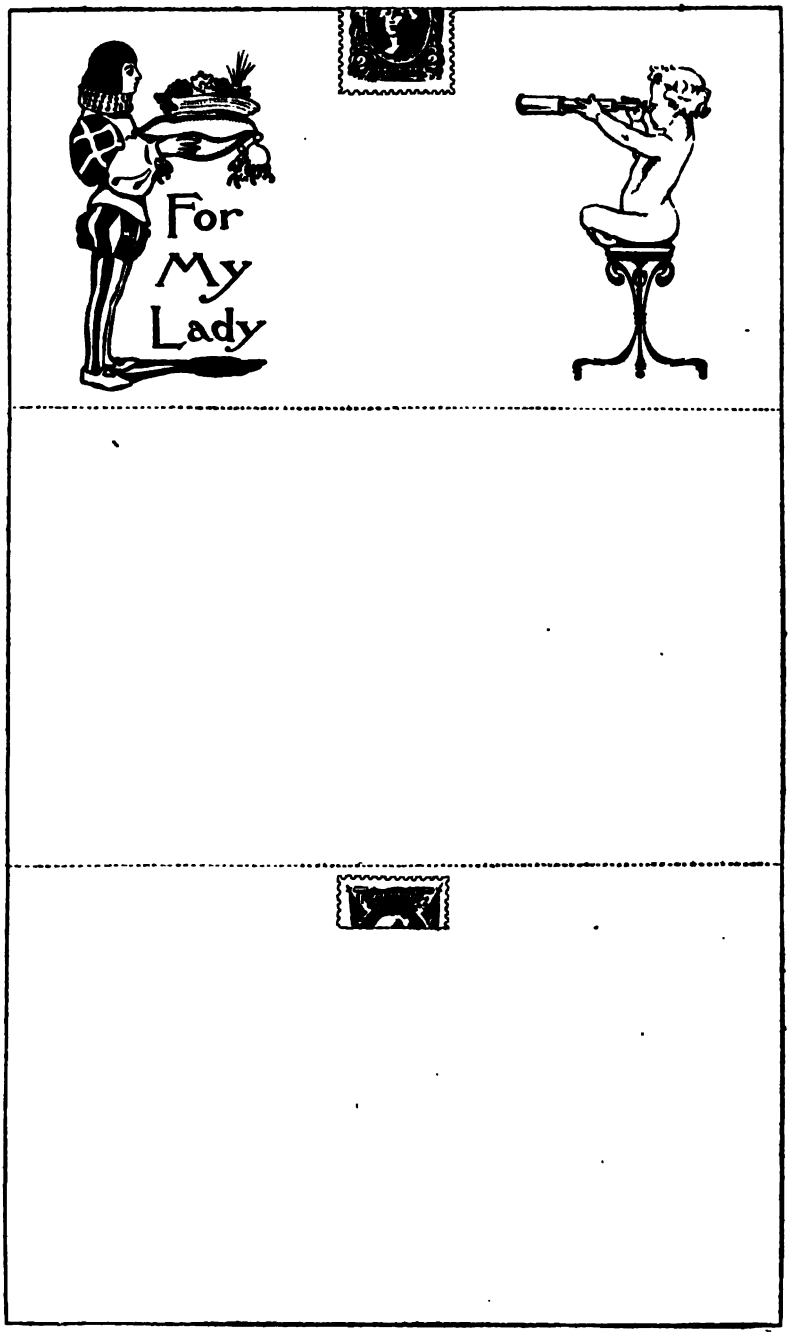


Fig. 15

Outside of Folder—(Opened)

Preliminary Opening of Millinery

WEDNESDAY, FEBRUARY 18

AN EXPOSE of the early arrivals just to give you a correct forecast of the exclusive styles approved by close followers of fashion—showing for the first time in Chicago the new millinery ideas for the spring and summer of 1903. We've many new things to show you—radical innovations that will surprise you. Flowers and foliage are the key notes of the smart styles this year, but the shapes are more picturesque than ever before. The high-crowned hats with their quaint, piquant beauty hold the center of the style stage this year. You'll find the handsomest types here. Then, too, there's an elaborate showing of Paris creations depicting the very latest style-thought of the master milliners of the French capital, together with a comprehensive gathering of exclusive ideas from our workrooms.

FERRIER & LE BLANC

"The crowning glory of Woman is her Hat"



A Novelty for Easter

FIG. 16

Inside of Folder—(Opened)

Mail Orders Receive the Same Attention as If We Were Serving You Personally

IMPORTANT NOTICE—It will be impossible to send samples of all yard goods mentioned. Let us know about what price you want to pay and the shades you want. We can then fill sample orders intelligently.

SPRING AND SUMMER WASH GOODS

The weavings are more nearly perfect than ever, and the colorings brought out are in perfect harmony with the coming season.

Send in your order early while the choice things are here.

Printed French Organdy, 30 inches wide, beautiful new patterns, **39c** and **50c yard.**

Painted Silk Organdy, 37 inches wide, beautiful new patterns, **25c** and **50c yard.**

Printed Silk Mulls, 27 inches wide, beautiful new patterns, **25c yard.**

French Eolienne, half silk, 27 inches wide, plain colors, white, cream, pink, light blue, Alice blue, Nile, dark green, black, navy, red, gar-

Silk Poplin or Spun Silk, 27 inches wide, plain colors, black, white, light blue, pink, Nile, helio, brown, navy, champagne, dark green, **25c yard.**

Printed Batiste, 27 inches wide, in dots, rings, and stripes; pin size to the large coin dots; in black, red, blue, pink, **12½c yard.**

Printed Organdy, flowered designs, 27 inches wide, pink, helio, blue, green, yellow, and black designs, **12½c yard.**

Silk Ginghams, 27 inches wide, shepherd checks and plaids, in black, brown, navy, light blue, pink, helio, gray, **25c yard.**

Scotch Ginghams, 32 inches wide, checks, Scotch plaids, and plain colors, pink, blue, helio, black, red, **25c yard.**

Novelty Check Silk Mulls, 27 inches wide, half

colors, white, cream, pink, light blue, Alice blue, navy, Nile, dark green, black, helio, old rose, **39c yard.**

Silk Eolienne, half silk, 27 inches wide, plain colors, green, yellow, helio, navy, white, and cream, **25c yard.**

Silk Mulls, both plain and dotted, 27 inches wide, half silk, white, cream, pink, light blue, Nile, helio, red, yellow, black, and champagne, **25c yard.**

Silk Mulls, Persian Gauze, 27 inches wide, plain colors, white, cream, pink, light blue, Nile, helio, yellow, navy, black, brown, **12½c yard.**

Black Lawn and Batiste, warranted fast black and not to crock, 27 inches wide, **10c, 12½c, 15c, 20c, 25c,** and **30c yard.**

Black Organdy, 72 inches wide, **25c** and **50c yard.**

Soisette, 30 inches wide, **25c yard;** black, white, and cream.

Henrietta, 27 inches wide, **25c yard;** black, garnet, purple, pink, gray, green.

Lawns, plain colors, light blue, pink, helio, Nile, yellow, navy, red, cream, black, **10c yard.**

black, red, navy, **25c yard.**

Novelty Mousseline, 27 inches wide, silk-finish cloth, white with coin dots in black, and navy with coin dots, in white, **50c yard.**

Tour d'Argent, Silk Mousseline, printed colored checks with embroidered rings, in pink, light blue, helio, and gray, 27 inches wide, **50c yard.**

Tissue Grenada, silk novelty mousseline, 27 inches wide, printed checks with embroidered dots, light blue, pink, helio, and navy, **39c yard.**

Scotch Plaid Poplin Waistings, 27 inches wide, **25c yard.**

Scotch Plaids and Shepherd Plaid Suitings, 27 inches wide, **12½c yard.**

Crepon, Cotton; plain or dotted, 27 inches wide, white, cream, pink, light blue, navy, red, green, yellow, gray, black, plain crêpe, **12½c yard;** Dotted Crêpe, **16½c yard.**

Plain Duck Suiting, 27 inches wide, black, navy, red, French blue, **10c** and **12½c yard.**

Duck Suitings, 27 inches wide, dots, rings, and stripes, in navy, electric blue, and black, **10c yard.**

FIG. 17

§ 13 10790

card need not be attached, but may be enclosed in the folder. If the folder paper is fairly stiff, there is little likelihood of the card dropping out or being lost in the mail. Post-card folders are used only when a reply is desired. For instance, a piano dealer might send one to every local piano player, advertising his facilities for tuning, repairing, and moving pianos, and asking the recipients to fill out and send in the cards whenever they require his services. Or, a clothing dealer might advertise in a folder his new spring styles, and offer to send samples of clothing on receipt of a request on the card enclosed, etc. Card-system cards are sometimes used for this purpose, as they are about the right size and weight, and when returned they are placed in the card-file mailing list.

Such folders are especially valuable, almost indispensable, to the retailer that does a mail-order business with the residents of near-by towns or villages. The clothing dealer might consider it bad policy to offer to send samples to prospective customers that might otherwise come into the store to see the goods, but it would probably pay him to send them to prospective customers outside of the town. Fig. 17 is a reproduction of the inside pages of a folder sent out by a dry-goods house. Note the descriptions and prices, also the mail-order suggestion. Return post cards facilitate replies and give an advertiser some idea of the relative efficiency of the different pieces of advertising matter with which they may be sent out. Different tints of stock may be used on different occasions, or a figure or letter may be printed on the card, so that when a card is returned it may be easily determined in which circular it was sent.

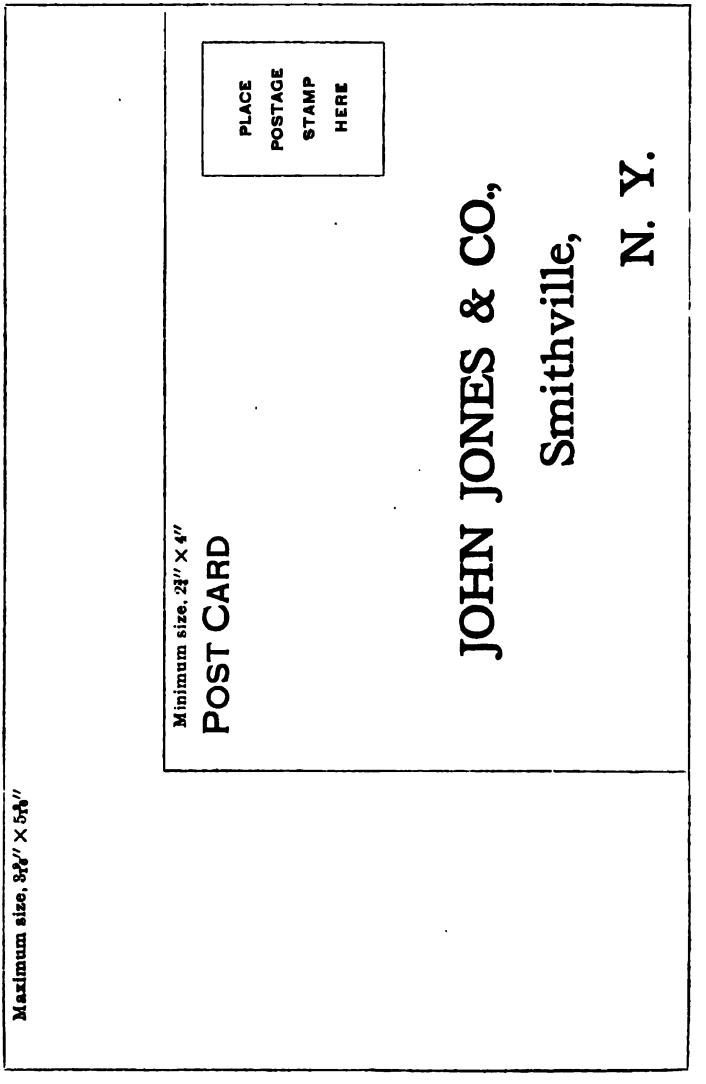
46. Post Cards.—Regarding the size, form, quality, etc. of **post cards**, the Postmaster General, under date of March 2, 1907, sent out the following order:

Section 418 of the Postal Laws and Regulations is hereby amended to read as follows:

SEC. 418. Private mailing cards ("post cards") in the domestic mails must conform to the following conditions:

(*a*) A "post card" must be an unfolded piece of cardboard not exceeding 9 centimeters by 14 centimeters (approximately 3 9-16 in.

by 5 9-16 in.) nor less than 7 centimeters by 10 centimeters (approximately 2 3-4 in. by 4 in.), as shown by the following diagram:



(*b*) It must in form and in the quality and weight of paper be substantially like the Government postal card.

(*c*) It may be of any color not interfering with a legible address and postmark.

(*d*) It may or may not, at the option of the sender, bear near the top of the face the words "Post Card."

(*e*) The face of the card may be divided by a vertical line; the left half to be used for message, etc., but that to the right for the address only.

(*f*) Very thin sheets of paper may be attached to the card, and then only on condition that they completely adhere thereto. Such sheets may bear both writing and printing.

(*g*) Advertisements and illustrations may appear on the back of the card and on the left half of the face.

2. Cards, without cover, conforming to the foregoing conditions are transmissible in the domestic mails (including the possessions of the United States) and to Cuba, Canada, Mexico, the Republic of Panama, and the United States postal agency at Shanghai, China, at the postage rate of 1 cent each.

3. When post cards are prepared by printers and stationers for sale, it is desirable that they bear in the upper right-hand corner of the face an oblong diagram containing the words "Place postage stamp here," and at the bottom of the space to the right of the vertical dividing line, the words "This space for the address."

4. Cards that do not conform to the conditions prescribed by these regulations are, when sent in the mails, chargeable with postage according to the character of the message—at the letter rate, if wholly or partly in writing, or at the third-class rate, if entirely in print.

5. Cards bearing particles of glass, metal, mica, sand, tinsel, or other similar substances, are *unmailable*, except when enclosed in envelopes, or when treated in such manner as will prevent the objectionable substances from being rubbed off or injuring persons handling the mails,

Rates of Postage on Pieces of Leather, Wood, Bark, Etc., Purporting to be "Post Cards"

Pieces of leather, wood, bark, or other material other than paper, purporting to be post cards and bearing no written additions unauthorized by Section 483, Postal Laws and Regulations, when sent in the mails unsealed are chargeable with postage at the fourth-class rate—one cent an ounce or fraction thereof. (Section 480 and 481, Postal Laws and Regulations.)

Such matter, bearing written additions unauthorized by Section 483, Postal Laws and Regulations, when mailed is subject to postage at the first-class rate—two cents an ounce or fraction thereof. (Section 413, Postal Laws and Regulations.)

Cards bearing the words "United States of America" have been declared illegal, it being held that they are in the nature of counterfeits of the government postal cards.

Fig. 18 shows a post card used by a men's furnishing store to announce the arrival of new hats. This advertiser took advantage of the popularity of post cards, and his card was printed on high-grade stock. While the body matter is not so legible as it would be if set in upper- and lower-case letters, there is very little of the matter and the caps lend a distinctiveness.

47. Mailing Cards.—In many cases where folders might be considered too expensive, **mailing cards** can be used. A mailing card and folder of the same size and made of the same stock would cost about the same, but it is customary to make a folder much more elaborate than a mailing card. High-grade stock and usually two colors of ink are used for folders. Frequently, the address side carries some ornament or type matter. A mailing card, on the other hand, is usually printed on only one side of cheap stock, and in one color. Hence, mailing-card advertising is usually less expensive than folder advertising, and the cards can be sent out more frequently. Mailing cards possess most of the advantages of folders, but are less personal.

Mailing cards should not be confounded with post cards. A mailing card is simply an unfolded piece of printed matter, subject to third-class postage rates. A post card is first-class matter that must conform to the requirements set forth in Art. **46.** A mailing card may be of any size, color, or stock. It is inadvisable to use a card larger than about 6 inches by 9 inches, since a larger card, especially if made from stiff stock, is liable to become mutilated in transit. A tough, pliable stock is best. Rounding the corners of a card reduces the likelihood of their being broken off or bent.

Good typographical arrangement and color combination, and, if the additional expense is warranted, an attractive and pertinent illustration will add much to the effectiveness of a mailing card, even if cheap stock is used. The address side

THE NEW STRAW HATS

ALL THE NEWEST BLOCKS, AS WELL AS ALL THE STANDARD SHAPES, ARE HERE TODAY AND IN THE MOST POPULAR WEAVES AND BRAIDS—A HAT TO SUIT EVERY FACE AND EVERY FANCY



HERE IS A LIBERAL RANGE OF PRICES FROM $1 TO $5: AND YOU'LL NOT FIND A LARGER ASSORTMENT OF HATS AND FANCY HAT BANDS IN ANY OTHER ONE STORE

BROWNING, KING & COMPANY

571 TO 575 MAIN STREET, BUFFALO

FIG. 18


DON'T WORRY YOUR HEAD
WEAR SAKS STRAWS
SAKS & COMPANY
7th and Pennsylvania Avenue

FIG. 19

may be utilized, but sufficient space must be left for a legible address and the necessary postage stamp. As a matter of economy, however, it is customary to use only the back, and only one color of ink. A two-color effect may be secured by using colored stock. In Fig. 19 is shown a reproduction of a unique mailing card. As this card was cut in the shape of a hat, a special die was required.

A mailing card may be used where a reply is desired, for a reply card can be attached, but the card is then essentially a folder. Such a combination card must be so printed and folded that it will not be mistaken for other than third-class matter. The address side of the reply card must be folded inside. The reply card must comply with all the rules and regulations for post cards.

48. Booklets.—In retail advertising, **booklets** are little used, but many concerns could profitably use one general booklet. For instance, a bank might use one that would explain all about the different kinds of financial service it was prepared to render. Few people thoroughly understand all the functions of banks, and it would pay such institutions to spread this information.

Most of the booklets now used in retail advertising are furnished by the manufacturers of various lines carried by the retailer. But the latter's firm name and store address is printed in a blank space provided for the purpose, and to all intents and purposes the booklets become his own and can be sent to his mailing list with profit.

Booklets of the better class are rather costly. Sometimes, however, the business done by a retailer justifies the printing of a good booklet. In Fig. 20 is shown a reproduction of two inside pages of a fall booklet sent out by a clothing and men's furnishing store. This circular consisted of 12 pages bound in a tasteful cover, and it was sent to all the names on the store's mailing list of customers.

49. Distribution of Circulars by Mail.—The two items of cost in the distribution of circulars by mail are addressing and postage. The addresses may be written on



ATTERBURY SYSTEM CONSERVATIVE OVERCOATS

Each garment is a model of good taste and skillful tailoring. The fabrics are worthy, the style and fit unparalleled by the best custom handiwork. The winter overcoat fashions are now being displayed.

We ask you to personally investigate the merits of these uncommon clothes. $20 to $30.

SOLE AGENTS FOR KNOX HATS AND NANAN SHOES



FASHIONABLE HATS FOR MEN

The present campaign finds us just as progressive as ever.

Our hat section sustains its unrivalled and distinct reputation for headwear of the highest exellence.

Sole Agents for the world renowned Knox Hats.
Rovere Hats. hard and soft, in new fall shapes.

SAMTER BROS.
Scranton's Great Clothes Market

FIG. 20

a typewriter, but, if the circulars are to be sent to women, handwritten addresses are preferable. The cost of addressing is very small, and, when done in time that would otherwise be wasted, it need not be considered.

Postage is often the largest item of expense, and must be considered in determining the size of the circular or booklet. Two ounces of printed matter may be mailed unsealed for 1 cent. If a booklet and its envelope weighs only 1 ounce, it will require a 1-cent postage stamp. It is a good thing to remember that it costs just as much to address and mail a poorly written, poorly printed "dodger" as it does to mail a fine booklet weighing less than 2 ounces.

The retailer that considers this point makes his mail advertising produce sales at less cost by spending more money on his printing, than another that shaves the printing cost, but still must pay full postage rates for an inferior circular. Thus, a thousand circulars costing $4 will require $10 postage; total, $14. A thousand fine booklets costing $25 may also be mailed for $10; total, $35. The booklets, mailed, would cost little more than twice as much as the circulars, but might perhaps be five to ten times as productive.

50. Distribution of Circulars by Messengers, Etc. Distribution of circulars by messengers is sometimes cheaper than by mail, especially when it can be done by office boys that would not otherwise be busy. But experienced advertisers claim that the better service given by grown men warrants the higher cost. The cost depends on the character of the territory to be covered and on the amount and size of the matter to be distributed. For exclusively house-to-house distribution of ordinary-sized matter, the rate in cities and towns is from $2 to $3 per thousand pieces; while for country routes it may be from 50 cents to $2 per thousand higher. If the distribution is *general*, that is, includes business places, the rate is usually somewhat lower than for house-to-house service. In cities and towns, daily reports of the work done are usually furnished to the advertiser.

The rates for distributing samples are from $1 to $4 higher (depending on size and weight) than for other matter.

To determine the number of pieces of advertising matter required to cover a town of 10,000 or less, divide the number of inhabitants by 4; the result will represent the number of homes, approximately. For large cities, the divisor should be about 5. In some cities, there are regulations forbidding the house-to-house distribution of circular matter.

SALES PLANS

VALUE OF SPECIAL SALES PLANS

51. No merchant can afford to carry over from season to season goods that deteriorate. He will do well to get rid of them at cost or nearly cost, because he can always be sure of regular patronage from some of those who come in to buy specially advertised articles. The *special sale* solves this problem. The special sale also provides a means of moving merchandise in the middle of the season, when the retailer has too many goods on hand and needs money more than he needs stock.

To do the most successful business, the retailer must keep before the public. Therefore, in addition to the extra business that a special event of any kind brings, there is a certain amount of profitable publicity that comes through the public interest taken in the store's operations. Special sales and events may be made profitable even when there are no goods on hand that will suffer by age or deterioration.

When handled carefully, the special-sale idea is of never-ending value to the retailer. If it is handled carelessly or overworked, it becomes a drawback rather than a help; and while it may cause a temporary increase of sales it will work great injury to future business. If a store, for instance, should advertise a closing-out sale or a removal sale and not afterwards close out or change the place of business, public confidence in the statements of the advertiser would be

greatly decreased. Some merchants succeed by tricky methods, but a lasting, increasing success is much more likely to be achieved by dealing honestly with the public.

52. While the value of public attention is undisputed, if it be favorable attention, the retailer, before proceeding with any prize offer, guessing contest, or any other novel plan, should be sure that the attention attracted will be of the kind likely to result in more business for him. A man wearing a straw hat and no coat and walking along the streets in mid-winter with an advertisement of a haberdasher on his back, will attract much attention, but such a scheme will probably sell no goods. Thousands of misguided retailers try such "funny stunts" as these with the idea that attracting public attention is good advertising. It must be a particular kind of attention to be of value. Otherwise, it may only amuse people, or it may even disgust them.

A hat store, for example, with a window full of new goods fixes up a piece of timber so that it looks as if it had broken the window and is sticking through. A notice is pasted on the window, offering a reward for the imaginary miscreant that did the breaking. Such a scheme attracts much attention, but it actually distracts attention from the goods in the window. People walk away, feeling that they have been fooled, and this "fooling" policy is not likely to lead them to the store to buy hats.

53. Conducting a Sale.—When a special sale is on, the window displays, counter displays, and inside decorations should conform to and support the advertising. The salesmen should be ready to support earnestly every statement made in the advertisements. To do this, they must be systematically informed of what is to be advertised. Everything must be carefully planned in advance so that there will be no hitches nor delays. The advertising of a sale should be heaviest at the start, so that it will be surely noticed and make people think and talk. If the sale is of special importance, it sometimes pays to announce its approach by reading notices, street-car advertisements, circulars, or invitations

sent to selected lists of names. One good way of distributing such special notices is to wrap one up in every package that leaves the store. Each one thus goes into the hands of a customer and is received at a time when it is likely to be carefully read. During the progress of a sale, there should be no lack of enthusiasm either in the advertising or on the part of the salespeople. In fact, it is easier to start a sale well than to keep it going until its purpose is fully accomplished. Every succeeding day's advertisement should bring out some new and strong feature written up, illustrated, and displayed in a manner a little different from that of the preceding advertisement. The sale should, of course, be dropped as soon as it fails to draw the crowd, unless it can possibly be revived by the introduction of some new feature or by a further cut in the prices; but such a change in plan must be made with care, so as not to create the impression that the sale has been a failure. Few sales can be made to pay for more than two weeks, and even when they might pay, a change in the advertising will probably be advantageous. It requires a great deal of skill on the part of the ad-writer to prepare fresh, strong, different advertisements of the same sale for more than twelve consecutive days. Then, too, it is difficult to maintain for more than two weeks the interest and enthusiasm of the public. The most effective way of conducting a sale covering two weeks, is to advertise it strongly every other day, with a direct but brief reference to it on the alternate days.

A sale can be dropped by a final close-out cut in prices on odd lots, odd sizes, soiled garments, remnants, etc., the advertising space devoted to the announcement depending on the amount of "left overs" on hand and their salability.

THE BARGAIN OFFER

54. Nearly all special sales are based on the **bargain offer**; in most cases, the bargain is the kernel of the nut. The advertiser may announce a sale of odd sizes, a lot of left-overs, a bankrupt stock, or an anniversary event, but

the strong selling point is, "here is your chance to get something at a much lower figure than the usual price."

The real bargain will always be a strong factor of retail advertising. No store ever made a fortune by selling goods at cost or thereabouts, but no other idea brings so many people to the store as the bargain idea, and with the store full of people, sales of other goods at regular prices will be made. Most people are glad to save money on all purchases. The instinct is strong, and it is really wonderful how far some persons will go to save even a few cents or to get something for which they do not have to pay.

55. Three Classes of Bargains.—There are three classes of bargains that constitute advertising material: (1) unsalable stock on which the price is cut in order to close it out; (2) salable goods on which the price is cut in order to provide an advertising leader, and (3) seasonable goods that are purchased at advantageous prices.

SUGGESTIVE SALES PLANS

56. Success in retailing is obtained, not by following the beaten track—that is, doing what others do—but by proceeding along new and better lines. In retail advertising, as in mail-order and general advertising, it is sometimes the case that the plan of selling commands more interest and has more selling force than the goods or the service. While the advertiser should always be on his guard against any sensational plans that may produce an unfavorable impression, he should be alert to use any special plan that will command public interest and result in increased business. The progressive merchant should not be bound by precedent nor confine himself to overworked methods. He can learn much by studying the plans and experiences of the progressive merchants of other communities, but he should try to improve such plans. This part of advertising work requires considerable merchandizing ability, as it is usually more difficult to devise a good selling plan than to write an effective advertisement after the plan is determined.

The following brief outlines of a number of successful sales plans are intended only as suggestions of what an alert local advertiser may do in arousing the public.

57. Charity Sales.—In the **charity sale,** the plan is to give a small percentage of the store's total sales for a week to the benevolent organizations of the city. The organizations are interested long before the sale is announced, and committees from each not only work to get all their friends to buy that week, but are at the store during the sale. Something about each organization is published in the advertisement, and where the number is sufficient, there is a special day for each organization. The success of each sale depends more on the aggressive work of the charity committees than on the advertising, although large advertisements must be used daily during the sale.

58. Twenty-Five Cent Sales.—In a **25-cent sale,** a great many different things that sell usually at a little more than 25 cents are marked down to 25 cents and assembled in various parts of the store. Some first-class bargains are put out along with other goods that have not been selling well, and which the store would like to get off the shelves. The same idea may be worked out in *50-cent sales* and *dollar sales.* In some towns, merchants have combined in having a special "dollar day" and have brought in much rural trade.

59. Hourly Sales.—The **hourly sale** is an old idea, but is one that has been used with much success. Bargains of various kinds are offered for one hour only, though it is customary to have one bargain good for one hour and others good for the following hours. Promptly on the minute, the sale of the article at the special price is stopped. The plan is best suited to stores that carry a variety of small merchandise. A variation of this idea is to have the price on some article start low and advance every hour, while the price on some other article starts at the regular figure and decreases every hour. Bulletins on the counters are used to show the change in prices.

60. Anniversary sales, opening sales, inventory sales, closing-out-season sales, etc. are all conducted on the same general plan. The store takes advantage of its opening day, its anniversary, or its inventory taking to offer some special bargains, a prize of some kind to the drawer of a lucky ticket, etc. In anniversary advertisements, it is appropriate to tell of the success of the store since its inception, due to careful buying and low prices, etc.

61. Bankrupt-Stock Sales.—The **bankrupt-stock sale** is old idea too, but it is one that always draws a crowd if the bankrupt stock that the store has purchased is really full of bargains and they are well advertised. To inspire confidence, the name of the bankrupt store whose goods have been purchased should be given.

62. Fire Sales.—The **fire sale** is seldom effective unless the smoke or water damage to goods is very slight, or merely spoils their fresh and new appearance. This sort of sale has also been greatly abused by cheap concerns. On the slightest pretext they have offered their entire stock as "slightly damaged," when in reality most of it was as good as ever, and the advertised cut in prices was only imaginary.

63. Business Changes.—Special sales are frequently run to reduce stock, and thus increase the cash balance, on account of dissolution of partnership, retirement from business, sale of business, removal, rebuilding, or alteration of buildings. Each of these occasions furnishes good talking points for a special sale. They are particularly valuable when they occur in dull business periods, as is most likely to be the case. Business changes of this kind afford material for good news items in the papers. These items help the regular advertising very much and should not be neglected.

64. Manufacturers' Job-Lot, or Mill-End, Sales. Near the close of a season, job lots of goods may be had from manufacturers at a heavy discount, sometimes for 50 per cent. of the original price. When these are well

advertised, they are sure to bring the bargain hunters. Tags may be used on the goods, showing the price at the beginning of the season and the price at the time of the sale. The talk may be about how the manufacturer wished to make room for new stock, etc. Tom Murray, the famous retailer of Chicago, once advertised for some days previous to a special sale that he would buy from any clothing manufacturer "1,000 more suits at $9 as good as those we are now selling at $10." It was a convincing way of showing that he was making only $1 on a suit.

65. Gift Sales.—There are many different kinds of **gift sales.** One plan is to assemble slow-selling goods of various classes and to allow the person that makes a purchase from the lot to make a selection of any other article of the lot as a gift.

66. Old-Hat and Old-Shoe Sales.—Hat stores and shoe stores have stimulated sales by offering to pay 25 cents or more for the old hat or the old shoes that the customer has on.

67. Odd-Lot Sales.—Near the close of the season, many stores will have odd sizes of clothing, shoes, hats, etc. on hand. By offering special prices and advertising judiciously, these odd sizes will always be the means of bringing new customers. Those whom the odd sizes fit are usually pleased with their purchases and are likely to come in again.

68. Druggists' Special Sales.—A New York drug store has shown what a druggist can do in the way of attracting buyers. This store carries a varied stock of such specialties as shaving outfits, sponges, candies, cigars, etc., and there is scarcely a day that something new in this line is not offered in the show window at a special price. At the Christmas season, its offering of toilet articles is especially good. The special prices keep a stream of people in the store. Another drug store makes a specialty of 29-cent candy on Saturday only.

69. Extra-Trousers Offer.—One large tailoring firm with a chain of stores has made a success of the **extra-trousers offer.** Near the end of the season, when it takes unusual effort to move the goods still on hand, the prices are cut, and to all that buy within a limited time an extra pair of trousers is given. As the coat and vest of a suit usually outwear the trousers, this offer is attractive to the great middle class of buyers.

70. Special Price on Enlarged Pictures.—A large photographic store at least once every year offers to enlarge and frame Kodak pictures for 25 cents, the usual charge being 50 cents. While, perhaps, little profit is made at the reduced price, new customers are gained.

71. Special Price on Rug Cleaning.—To demonstrate its work, a carpet- and rug-cleaning establishment now and then offers to clean one rug for a new customer at half price.

72. Free Shoe-Shining Service.—Many shoe stores have their own bootblacks, and either make it a part of the sale that the customer may come in at any time and have his shoes shined free or give a ticket good for twenty shines.

73. Distributing Free Pay Envelopes.—A number of savings banks have followed the plan of furnishing the paymasters of factories and other industrial firms with free pay envelopes having the advertisement of the bank printed on the back. As the firms get the envelopes free of charge, and as a rule like to encourage thriftiness in their employes, it is easy for the bank to get in an effective advertisement at an opportune time.

74. Free Sandwich Offer.—A new quick-lunch restaurant on its opening day gave every visitor a free Virginia-ham sandwich. This feature was advertised in the newspapers as well as by moving signs on the streets near the restaurant. The sandwich was unusually good and the advertisement brought many permanent patrons.

75. Free First-Night Tickets.—A new amusement park tested the value of newspaper advertising, helped the paper to increase its circulation temporarily, and got a large crowd on its opening night, by printing a coupon in its advertisement that was good for one admission to the park.

76. Prize Schemes.—A great variety of prize plans has been worked out as an aid to retail advertising.

Clothing stores have given away savings banks, with a first deposit of 25 cents, to every purchaser of a boy's suit. Arrangements were made with a local savings bank to receive these accounts.

Book and stationery stores have, at the Christmas season, offered a year's subscription to any of the popular magazines as a premium to those who made purchases of certain amounts.

An aggressive piano firm advertised that it would give a $400 piano to one of the visitors to their store during a certain month. All that visitors had to do was to write their names and addresses on tickets and drop them into a large box. At the end of the month the box was well shaken and a ticket withdrawn. The holder of the ticket was awarded the piano. Each holder of the next ten tickets drawn was awarded a credit-due bill of $50 on a piano if it was purchased within 30 days. The scheme was to get the names of people that were interested in owning a piano. Through this plan, the salesmen of the store were able to double their usual sales for several months thereafter.

All such schemes of this kind, however, partake of the nature of a lottery and cannot be advertised in papers sent through the mails. But if a newspaper is delivered at homes or sold on the street, the post-office authorities cannot interfere. Even when the newspaper is sent through the mails, the advertisement in it may announce that a piano or other article is to be given away and may refer readers to the store for particulars.

77. Trading-Stamp Offers.—The **trading-stamp plan** has enjoyed the greatest popularity of any prize-giving

system. By this plan, every time a purchaser buys something at a store that gives trading stamps, he receives trading stamps equal to the amount of his purchase. These stamps can be taken to the office of the trading-stamp company and exchanged for a premium. Of course, the trading-stamp company will not arrange with all the stores of a city, but those with which it does contract will gain a certain class of trade.

78. Coupon Schemes.—Closely akin to the trading-stamp idea is the plan of issuing **coupons** to customers. When a certain number of these coupons has been acquired, the coupons may be returned to the store and exchanged for various premiums. Tobacco dealers and many other retailers have used this plan successfully. The advantage of a store having its own coupon-and-premium system, is that it may do its own premium buying and be sure of what the customer will receive. There is some advantage, too, in having the premiums displayed in the store.

79. Guessing and Competitive Contests.—There is almost an endless variety of **guessing and competitive contests.** Some examples are: Guessing the number of words that will appear in the firm's advertisement during a given month; supplying a word that has been left out of a published sentence; guessing the number of seeds in a pumpkin, etc. Prizes have also been offered for the best advertisement written by a reader of the newspaper, for the best reason for the superiority of the store, for the best letter on a specified subject written by a schoolboy or a schoolgirl, and so on.

In preparing any scheme of this kind, the details should be put before the local postmaster in order that he may decide whether it is prohibited by the laws against lotteries. If it is prohibited, the newspapers can be used only to call attention to the offer, and the readers will have to call at the store for particulars.

80. Cooperative Advertising.—The merchants' associations in a number of cities have worked very successful

plans to get customers within a radius of 25 or 50 miles to come to town at special times. The inducement offered is to pay the fare of any one that comes in and buys at least $25 worth of merchandise from any merchant that joins in the plan. All that the visiting customer has to do in order to get his railroad fare refunded is to show the sales slip for his purchase of $25 or more and his return ticket. This plan, when a number of merchants participate, brings in a big rural and small-town trade. Of course, such events are widely advertised, the windows being trimmed specially and every needed preparation made.

81. It is entirely practicable for merchants to cooperate in getting out a store paper to be mailed to buyers that cannot be reached by the newspapers. A furniture store, a hardware store, a dry-goods store, and a clothing store may participate and divide the cost of printing and distribution. Such cooperation will help rather than hurt individual interests.

82. Some of the large hotels of Atlantic City, N. J., put their money together and are thus able to do more toward advertising Atlantic City as a great resort than if each advertised independently. Of course, each of these cooperative advertisements contains a list of all the hotels sharing in the campaign.

RETAIL MANAGEMENT
(PART 2)

SPECIALTY STORES

DEPARTMENT-STORE COMPETITION

1. The strongest competitor of the specialty store in a city of good size is the department store, which sells almost everything under one roof and is unceasing in its bargain offers. A woman will go to a department store to buy a hosiery bargain. Stopping in the cloak department, she sees some garment that pleases her; in a few minutes the department store has made another sale, and the cloak-and-suit firm in the next block has lost the trade of this woman for the season.

The department store has not cut into the trade of specialty stores because it is more attractive, for it is probably not so attractive to a large proportion of the people as the specialty store. The department store has forged ahead because of its superior merchandizing and advertising methods. That this is true is shown by the fact that the progressive specialty stores have not been hurt noticeably by department-store competition.

The department store, on account of its large sales, is undoubtedly able in some of its departments to buy at lower prices than can the specialty store, but this is not true in all its departments, nor usually in most of them. The specialty store has in its favor the fact that it carries, as a rule, a better and more varied line of its particular class of goods

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than does the department store. Some manufacturers of high-grade goods will not sell to department stores at all, but prefer to have the leading specialty dealer as their local agent; this gives the specialty store prestige. The general impression in most cities is that the department stores, while cheaper in price, do not handle the highest grade of goods. There is much to encourage this impression, although a few department stores have educated the people up to a different belief. Most department stores buy job lots and bankrupt stocks now and then to sell off as bargains, deal in "seconds" in such things as hosiery, etc.

Although the proprietor of the specialty store will not do well to spend money advertising the disadvantages of department-store buying, he can take advantage of the general impression that his store is the best place to buy a hat, a watch, or a refrigerator, as the case may be. In the large cities, there are thousands of well-to-do persons that do not care to be seen in the department stores nor to have the wagons of the popular-priced department stores stop at their homes. All this is in favor of the specialty store.

Lower prices and better advertising may be said, therefore, to be the reasons for the inroads of the department store on the trade of the specialty stores. Price is a powerful lever in retail merchandizing. A housekeeper may prefer to get her shoes at a well-appointed shoe store, but when a high-grade shoe is advertised for sale by the department store at 75 cents lower than the usual price, she joins the crush at the big store and saves 75 cents on her purchase.

2. Lessons Taught by the Department Store.—The remedy for the specialty store is to "fight the devil with fire"; that is, to copy so far as is practicable the methods of the department store. A comparison of specialty-store advertising with department-store advertising usually shows that department-store copy is vastly superior so far as the giving of definite information is concerned. To verify this statement, Figs. 1 and 2 should be observed. The panels shown are taken from department-store page advertise-

ments. How many millinery stores or photographic stores would put such definite information into their advertisements?

The average millinery store would announce that a new lot of fashionable ribbons, embracing all styles and prices, had arrived, and would extend a cordial invitation to all to come in and see them, an advertisement that sounds well but conveys very little definite information. The woman that must buy where she can buy to the best advantage, takes her purse, and with a picture in her mind of what the department store has, often goes there first.

The average photographic store will simply advertise that it has a complete line of Kodaks and Premos at prices from $4 up, and that it carries "everything in the way of photo-

Flower-Trimmed, Ready-to-Wear Hats

At $6 and $8, worth $8 to $10

The Hats themselves are from the best makers of the finest grades; they are then trimmed in the most artistic manner by our own workroom artists; the flowers used are Paris made; some of the Hats are of velvet, others of fur felt; not the stiff, tailored effects, not too dressy, but just right for every-day wear.

Main floor, center, East Building

FIG. 1

graphic materials." Therefore, when definite advertisements like the panel shown in Fig. 2 appear in the papers, it is plain why the photographic department of the big store draws trade.

3. In Fig. 3 is shown a common type of the specialty shoe-store advertisement, while in Fig. 4 is shown an example of what a specialty shoe-store advertisement may be if the advertiser gives his advertising the thought it should receive. There is nothing to prevent the specialty store from having its special-price offering, nor is there any reason for not going into particulars in describing exactly what it has and also stating some prices. Stores that use

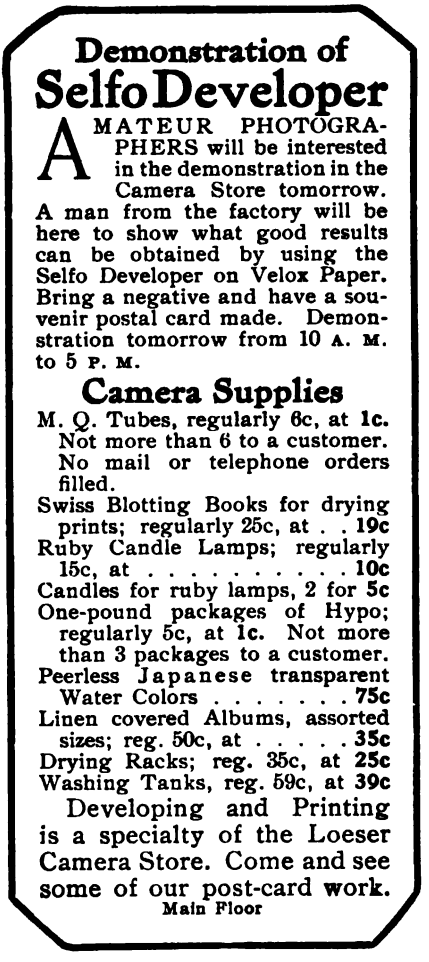

Demonstration of
Selfo Developer
AMATEUR PHOTOGRAPHERS will be interested in the demonstration in the Camera Store tomorrow. A man from the factory will be here to show what good results can be obtained by using the Selfo Developer on Velox Paper. Bring a negative and have a souvenir postal card made. Demonstration tomorrow from 10 A. M. to 5 P. M.
Camera Supplies
M. Q. Tubes, regularly 6c, at 1c. Not more than 6 to a customer. No mail or telephone orders filled.
Swiss Blotting Books for drying prints; regularly 25c, at . . 19c
Ruby Candle Lamps; regularly 15c, at 10c
Candles for ruby lamps, 2 for 5c
One-pound packages of Hypo; regularly 5c, at 1c. Not more than 3 packages to a customer.
Peerless Japanese transparent Water Colors 75c
Linen covered Albums, assorted sizes; reg. 50c, at 35c
Drying Racks; reg. 35c, at 25c
Washing Tanks, reg. 59c, at 39c
Developing and Printing is a specialty of the Loeser Camera Store. Come and see some of our post-card work.
Main Floor

FIG. 2

regularly such advertisements as those shown in Figs. 4, 5, and 6 need have no fear of department-store competition.

Of course, it is to the interest of the specialty store to have its service brought as nearly as possible to perfection, so that the difference between it and the crowded department store may be apparent. Having fewer clerks to control, the proprietor of the specialty store should be able to



FIG. 3

train them better. It is an easy matter for him to keep his clerks "keyed up" to the advertising, and as this is almost impossible in most department stores, the specialty store has an advantage. If the specialty-store proprietor does not attend to all these matters he can hardly hope to strengthen the general public impression that when price and quality are about equal, it is better to deal with the specialty store.



Red Cross Shoes Mean Comfort

It's the constant rubbing of the sensitive sole of your foot against the stiff sole of your shoe that makes your feet hurt--makes the flesh draw and burn.

The sole of the Red Cross Shoe, though of regular thickness, is flexible. It bends when the foot bends—follows every movement, just as a glove moves with the hand. The leather is tanned with genuine oak bark by a process that takes six months—all its life and "spring" are preserved. Your feet never burn, draw, or ache in the Red Cross Shoe. It is absolutely comfortable, enabling you to stand or walk for hours without tiring.

The Red Cross Shoe is made in glazed kid, calfskin, tan and patent leathers in all the latest, fashionable lasts. Can be obtained nowhere else in the city but at our store.

High Shoes, $4 **Oxfords, $3.50**

SMITH & TANNER

25 Main Street

FIG. 4

Black Taffeta Skirts

The white shirt waist and black taffeta skirt will be more popular this season than ever before.

Especially during the Exposition will there be a strong demand for something nice and dressy in a light-weight, black taffeta skirt.

Many people will wait until the last minute before buying; then it's too late to consult dressmakers. A skirt of this kind fills the bill exactly and saves a lot of worry and bother.

These skirts are made of an excellent quality of an especially light-weight taffeta, affording the greatest amount of comfort for summer wear. Made in the season's most approved styles.

A good one for $10. Others at $15 and up to $20.

Ames, Brownley & Hornthal, Inc.

THE WOMAN'S STORE

109-111 Granby Street

FIG. 5

Long, Cold Nights—
Nice, Warm Comfortables

Cheaper than you could make 'em.

If you haven't seen the Heyman line of Comfortables this season, you've missed a treat—nice, fluffy, full-size, cotton-filled fellows, and it's nice, clean cotton. They're made up good, and at the price we're quoting on Comfortables, they are just about the best bargains you'll run across. We'll charge them, you know; pay a little at a time. Don't go without plenty of Comfortables and Blankets this winter; get them now.

No. 10—63 in. × 72 in., all nice, clean cotton, with Silkoline covers; each **98c**

No. 20—70 in. × 73 in., all nice, clean cotton, each . . **1.25**

No. 30—72 in. × 73 in., all nice, clean cotton, each . . **1.50**

No. 55—72 in. × 84 in., all nice, clean cotton, each . . **2.35**

No. 60—72 in. × 84 in., all nice, clean cotton, extra heavy; each **2.50**

No. 70—73 in. × 84 in., all nice, clean cotton, fancy edge; each **3.25**

A good cotton blanket at 49c each—just the thing for sheets these cold nights. A few samples of wool blankets, a trifle soiled, to close out at cost.

Heyman Company, 61 Canal Street

FIG. 6

MAIL-ORDER COMPETITION

4. Retailers in the smaller cities and towns come into sharp competition with the large, general mail-order concerns, or "catalog houses," as they are popularly called. These large companies, by aggressive advertising, good catalogs, low prices on articles of general consumption, and fair treatment of customers, have cut deeply into retail trade over the country generally. They sell almost everything from "a needle to a threshing machine," but their competition has worked the greatest injury to retailers that sell such articles as stoves, furniture, carpets, harness, vehicles, large hardware of all kinds, clothing, etc. The only reason that they do not encroach more on retail trade in single sales of articles of very small price, is that freight and express charges make the cost to the purchaser rather high. Some of the large mail-order houses discourage the sending of orders amounting to less than $1. Of course, articles that are not bulky and are light in weight can be sent readily through the mails, and safe delivery can be assured by registering. When the United States has a parcel-post system, as it may some day, the competition of the mail-order houses with the retailer will be sharper on small articles than it is now.

Merchants of the larger cities do not have to contend with the competition of the mail-order houses to any appreciable extent. These merchants carry such assortments of goods, give so good store service, and do such advertising that their customers see nothing to gain by sending money away. In fact, the mail-order firms do not care to send their catalogs to persons in such cities as New York, Chicago, Boston, Baltimore, etc. This means that when merchants of smaller cities have copied so far as is practicable the methods of the best merchants of large cities, they will have much less to fear from the mail-order concerns.

5. Reason for the Competition.—The plain truth about competition of this kind is that the small-city mer-

chant has himself largely to blame for allowing the mail-order house to cut into his trade. The merchants that complain most about this competition are the ones that have neglected to study up-to-date methods of merchandizing. They have either had no window displays at all or have allowed poor displays to remain until covered with dust and dead flies. Their merchandise has been allowed to remain hidden behind the counter or in the loft of the store, and customers, not knowing that the goods could be obtained at home, have sent away for merchandise and have thus acquired the "mail-order habit." The merchant that suffers most from mail-order competition has probably had an advertisement running in the home paper without change for a month, and this advertisement has undoubtedly been set ineffectively in about five styles of display type, informing the readers—if, indeed, any one ever reads his stale announcements—that he carries a full line of home furnishings and that every one would save money by calling on him—no particulars, no descriptions, no prices. He would not dream of trying to sell goods in the store by repeating such general statements over and over without change; yet he does it serenely in his advertising, while mail-order papers that go into the same homes as the local paper, contain advertisements that describe goods well and give prices, or offer catalogs that give full descriptions.

The average small-city merchant will let goods become shopworn and out of style before he will put them out as bargains. When he does have a bargain sale, it is usually managed badly, not announced far enough ahead, and not supported properly by the display windows and the price tickets. Furthermore, he does not offer real bargains nor enough of them to gain a reputation of making only small profits. The windows are often positively dirty, the sign can hardly be read, the store is poorly arranged for showing goods, the clerk service is often indifferent, and delivery service of any kind is lacking entirely; yet the merchant of such a store is the one that will be most vindictive in denouncing mail-order buying and selling.

6. Advantages Over the Mail-Order Houses.—It is true that the small-city merchant cannot always meet the prices of the large mail-order firms. He can rarely meet the prices they make on their leaders; but he has much in his favor. He knows his customers; they are strangers to the mail-order house. He can talk to prospective buyers; the mail-order house must put its appeal in cold type. He can show the goods themselves and let the customer examine the goods that are being purchased; the mail-order house can give only a picture. He can deliver at once; goods shipped on a mail order are subject to annoying delay, and there are charges to be paid. The retailer is on the ground to make good his guarantee, exchange, etc.; while the mail-order houses try to do this, it means much trouble and expense to pack, ship back, and exchange a pair of shoes, a suit of clothes, or a refrigerator. The retailer knows the standing of many of his customers and can extend credit when expedient; the mail-order house requires either that cash be paid in advance or that the goods be sent C. O. D., and C.-O.-D. examination is often unsatisfactory. If the retailer takes advantage of all the points in his favor, he should be able to make more than a strong fight. Of course, the plan of warding off mail-order competition is easier than combating it successfully after the "mail-order habit" has been formed among a good proportion of the retailer's customers, but it is never too late to mend.

7. Method of Meeting Competition.—The retailer should first make critical examination of his store, his goods, his policy, and his service; that is, have a general house cleaning. If he expects to compete with wide-awake, progressive mail-order houses, he must change himself into a wide-awake, progressive merchant. He must be prepared to meet mail-order advertisers at every point, but he cannot do this with the store and methods of the average retailer. If he is a furniture dealer he should keep a scrap book or a series of envelopes into which he should file all the good furniture advertisements he sees. It is not advisable for

him to copy the work of others, but such a file will suggest ideas. The retailer is likely to get into a rut if he sees no advertising but the work of the merchants of his own town. He should subscribe for the leading trade journals of his line, in order that he may learn what plans progressive retailers are following, and should get the catalogs of the mail-order houses in order that he may inform himself. In many instances, he will find that when express or freight charges have been added, the mail-order house charges as much as he does or more. Sometimes, he will find that where the price of the mail-order house is lower, the article is inferior to the one he carries. This will afford material for talks in his store or in his advertisements to those inclined to buy by mail. If he is aggressive, he may be able to find some case where a customer of a mail-order house got the wrong size and had much trouble in exchanging, or found that the article was not so good as described. All this may be used to advantage as advertising material. The retailer will, of course, emphasize those articles on which he can meet or more than meet the mail-order prices, and say nothing about others. He may not be able to meet the prices on the leaders of the mail-order house, but if he knows that he cannot buy closely enough to meet the price, he can have a few leaders of his own and cut under the mail-order price. The mail-order house draws trade by selling some particular article at cost or under. Why should not the retailer follow the same plan?

8. Cooperation of Local Editors. — The retailer should strive to interest local editors in inducing the people to spend their money at home. Care should be taken not to abuse the mail-order firm or its patrons, because every one is entitled to buy where he can do so to the best advantage. Nevertheless, it can be shown in good-spirited editorials that money sent to a far-away city does the home town and home county no good; that local business, schools, roads, bridges, etc. suffer by such a policy; that the home merchant gives credit and carries people over critical periods, and that

it is only fair to give him a chance at the cash trade also; that the home merchant buys the farmers' produce, and it is only a fair turn for the farmers to deal with the home merchant. All persons should be urged to give the home merchant at least a chance to show what he has. It should be pointed out that even if the home merchant does not have the goods in stock, he can get what the customer wants just as easily as the customer can get it from a mail-order house.

The retailer cannot, of course, carry a stock as large as that of the mail-order house, but there is really nothing to prevent him from being local agent for the manufacturers or jobbers of hardware, refrigerators, clothing, etc., and thus be well equipped with catalogs that will enable him to make sales of specialties that he does not carry in stock. The mail-order house sells by catalog; why not the retailer? Of course, if the retailer is safe in carrying a stock of the goods, his chance of selling will be greatly improved.

If the retailer will handle a number of lines of goods that are well advertised by the manufacturers, mention of these goods in his advertising will enable him to derive some benefit from the general advertising. Suppose, for example, he handles Edison Phonographs, Keen Kutter Tools, Kuppenheimer Clothing, Heinz's 57 Varieties, or has the exclusive agency for a well-known brand of hats or an excellent coffee. The aggressive advertising done by the manufacturers of those articles is sure to help his own advertising.

If the sales of the retailer are large enough, he can have some classes of goods made up with his own name, or mark, on them. Progressive manufacturers stand ready to help the retailer, and the retailer, by applying, can often get first-class window cards, electrotypes of good advertisements, first-class cuts for illustrations, etc.

The local retailer can offer to fill orders by mail where customers do not find it convenient to come to town. He can send out samples of dress goods, etc., and can pay freight charges on purchases of good size. He can make many sales by means of good letters.

Compare These Prices With Catalog-House Prices

WE recognize the right of every one to buy where he pleases. We have no quarrel with folks that ask us to buy their produce, and then when they want to buy something send their money 500 miles away to catalog houses. It's true, though, that none of that money ever comes back to Orange County to make better schools and roads and to add to the general development.

But waive acquaintance and sentiment aside. Look at the question as a matter of self-interest. We have the catalogs of the mail-order houses and know their prices. Look here:

CATALOG-HOUSE PRICES		OUR PRICES	
Catalog-house, "hardwood" frame, 50-pound grindstone	$3.40	Our oak-framed 50-pound Disston grindstone, extra well made	$3.50
Freight about	.25	Difference in our favor	.15
Total cost	$3.65		
Catalog-house price for an inferior imitation of the "railroad" lantern	.95	Our "railroad" lantern—the heavy-guard, "can't-blow-out" kind, each	$1.00
Freight or express	.25	Difference in our favor	.20
Total cost	$1.20		
Catalog-house price on a collar said to be "just as good" as the Western	$2.75	Western Team Collar, best material, double-capped, thong-sewed	$3.00
Freight or express	.25	Cost same in each case.	
Total cost	$3.00		

These are just a few samples, friends and neighbors. All we ask is that, after looking at the *pictures* of the goods in the 500-mile-away store, you come here and see the goods themselves and get our prices. Money back if anything you buy here is not perfectly satisfactory.

Best Goods

Fairbanks & Means

The Greenville Hardware Store

Lowest Prices

9. Bargain Sales.—The retailer cannot learn too well the lesson of having bargain sales and getting off his hands goods that will soon be out of season, nor can he overestimate the value of an occasional offering of some unusual bargain—a desirable, up-to-date article at cost or less.

Fig. 7 affords a suggestion for an advertisement designed to turn customers away from the "catalog habit." This is only one of many good advertisements that could be written. This firm has probably cut the price to cost on the three articles mentioned in the advertisement, but it is not likely to make a great many sales at these prices and can thus easily afford the cut. Of course, an advertisement of this kind is advisable only in cases where it becomes necessary to "take the bull by the horns" and adopt a radical remedy.

BUILDING UP INDIVIDUALITY

10. The public impression of a store depends to some extent on the advertising. If the advertising is truthful, is full of good store news, emphasizes quality, is displayed with appropriate types and borders, and is properly supported, the store will in time surely become recognized as a high-grade store. If the advertising is exaggerative, is full of glittering generalities rather than real information about goods, and gives notice of "closing-out" sales every month, the store must content itself with a rather low class of trade and a shifting patronage.

It is for the advertiser and his ad-writer to decide what impression shall be made on the public, whether the line of attack shall be low price or high quality, whether great care shall be used to cultivate and retain public confidence, or whether claims and sales shall be made regardless of the truth of the statements.

Every store has something about its policy or its service that can be exploited continually to help build up a priceless public impression. A drug store may have a system of double-checking all prescriptions as a means of insuring accuracy. Clothing stores may have superior facilities for

changing and fitting suits. A grocer may have a distinctive delivery service. A plumbing-and-heating firm may do all work under a guarantee. A bakery may be scrupulously clean. The proprietor of an ice-cream business may use artesian water of high quality in all his work. Such features interest the public and make lasting impressions.

EXAMPLES OF RETAIL ADVERTISING

11. In order to advertise a retail business successfully, it is necessary to study that business exhaustively, so as to discover what there is in the service or merchandise that will make a favorable impression on prospective customers, and then to set forth these selling points in the most effective way and by the most economical plan. This fundamental principle is the same whether the business to be promoted is a bakery or a fish market, a shoe store or a harness shop. Each business, of course, has some details that are peculiar to itself, and in each the ad-writer determines the best line of attack on public favor only after a careful study of both the business and the class of people it aims to serve.

The examples of retail advertising in this and a following Section are intended merely as demonstrations, and from the preceding remarks, the reason for not giving examples of all the various lines of retail advertising will be apparent. A careful study of the examples will give such an understanding of the principles that the ad-writer can go to work intelligently when called on to promote any retail business.

Not even in these few examples can inflexible rules be laid down as to the exact plans to be followed, the amount of money to be spent, the kind of mediums to be used, the size of the advertisements, the frequency of insertion, etc. These details can be determined only after careful study of each individual retailer's problem, and often some details can be settled only by a test of different methods. The plan that would be judicious for a furniture store that had practically no competition in a city of 25,000 inhabitants thoroughly covered by one good newspaper might be a poor plan for

another furniture dealer in a city of 375,000 that supported a number of good newspapers and aggressive furniture stores. If all retailers of a certain class in one city followed just the same plan, the sameness would hinder successful advertising. There should be an individuality to each advertiser's work. Advertising science has not yet become so nearly exact that one may say, before thoroughly studying the business to be promoted, just what should be done to make the advertising campaign successful. The advertising man does well to profit as much as possible by the knowledge and experience of others, but he cannot rely on cut-and-dried plans, nor always be safe in following the ideas of others.

CLOTHING AND DRY GOODS

12. Advertising of Clothing.—Retail clothiers advertise more extensively than any other class of merchants selling a single line of goods. Everybody must wear clothes, and would have to buy them whether the dealers advertised or not. But advertising enables the clothier to meet competition, to force the sale of new styles of clothing, and to sell more clothes than if he did not advertise. Advertising not only controls trade, but actually creates it. Many people do not realize what they need until some one tells them. A desire for beautiful or convenient things—luxuries, not necessities—may be created in the minds of all persons. This is especially true of clothing. When the average man buys a suit of clothes, he believes that he will wear it at least two seasons, and a woman usually thinks the same thing about a jacket. But if the style changes at the end of the first season, the man must buy a new suit if he wants to be well dressed. Short coats may be popular one season; long coats, the next; and so on. Women's jackets, cloaks, suits, etc. are subject to even more change than that which takes place in men's clothing, and women are, as a rule, more particular about having their clothes just in style. Dealers in wearing apparel welcome a change in styles, because it means increased business—that is, if the people

are made aware, through advertising, that their present clothes are out of style and that they can find the proper thing at the clothier's store.

Style, particularly at the beginning of a season, is a much more important factor of clothing advertising than it is often supposed to be. Women are keenly interested in new styles, and men like to know about the fall shapes in derbies, the length and cut of new coats, etc. There should be much style talk in the early part of the season. Price is nearly always important, but it may be emphasized to better advantage in the middle or latter part of the season. The writer of clothing advertisements should keep well informed as to styles. This he can easily do through the clothing-trade journals.

13. The chief selling points of ready-made clothing are style, fit, quality, and price. The custom tailor's strong points are style, fit, and quality. He cannot meet the low price of ready-made clothing, so his advertisements should point out why his clothes are worth the higher price. Some tailors of the middle grade approach ready-made prices closely and have a good argument; they can give individuality, and a good fit at just a little more than the price of a ready-made suit. The retailer, on the other hand, should advertise how nearly he can approximate the tailor's style, fit, and quality for a lower price. Owing to the great improvements that have been made in ready-to-wear clothing, the custom tailor is now entirely dependent on two classes of customers: first, those who are able and willing to pay his prices in order that they may wear clothes of distinctive pattern and material, and suited to their individual notions of what good clothing should be; and, second, those who are so oddly proportioned that they cannot be fitted in the ordinary clothing store. Even the latter class of the tailor's customers is being rapidly thinned out, owing to the introduction of slim, stout, long, and short variations of the normal sizes. Then, again, high-grade, ready-to-wear clothing is so built up by padding and so shaped with stiff



This is Overco

500 Overcoats Overcoat Mak

Every overcoat the best that best f
than 20 models—all correct. More than
displaying all the later style points—b
them are "regular" overcoats—conservat
Various mill, tailoring, and trade c

$9.50 for Overcoats that are values up to $15.50

All-wool coats in various gray shades. Blue and black Kersey coats, black, Cambridge and Oxford Melton coats; black and Oxford all-wool frieze coats. Thirty different fabric designs; models are semifitted, semibox, and box coats; 44 to 50 inches long; all have hand-worked shoulders, collars, and lapels. Many are hand-tailored throughout.

$11.50 for Overcoats that are values up to $18

Black, navy, and marine blue, all-wool Kersey coats. Oxford, black, Cambridge, and Quaker gray Melton coats. Oyster and silver gray in twill weaves of worsted-finished cheviot. These garments have worsted serge or finest Venetian linings, satin sleeve linings, and the very best interlinings. Models are semifitted, semibox, and full box; 44 to 52 inches long. Every garment is up to $18 standard in fabric, tailoring, trimmings, and style.

$13.50 for Overcoats that are values up to $22.50

Oxford, Cambridge, and black Meltons; fancy-mixture worsteds—Quaker, silver, and steel grays, black and Oxford vicuna-finished worsteds, blue and black Kerseys, and the new brown coats. These garments are from makers that tailor overcoats only that retail from $20 up. More than 20 fabric designs, in 5 different models—desirable overcoats that are excellent values under $22.50.

LAMSON BRO

F

Display in MacFarland, MacFarland Italic, an

Your Great
at Opportunity

from Two of America's Best ers at Savings of $6 to $22

brics, best trimmings, best tailoring, and best designing can make it. More fabrics and colors—all correct. Displaying all the finer points of tailoring, tton-through coats, paletot, paddock, driving, and auto coats. Most of e models that a man can wear for years to come.
ıditions make this most important sale possible.

$17.50 for Overcoats that are values up to $28

oice of more than 15 fabrics, weaves, and color-s. Velour and vicuna-finished Meltons in black, ford, and Cambridge, and worsteds in black and fords. Worsted velours. Fancy weave, silver, el, oyster, and Quaker gray cheviots. Black, e, and Oxford fine-finished Kerseys. Choice of odels, in 45- to 52-inch coats—button-through, ribox, full-box, and semifitted coats. Garments very detail best $25 and $28 values. The 80 coats his lot will go fast.

$19.50 for Overcoats that are values up to $30

ving coats, button-through coats, and regular ts in over a dozen smart models. Several styles d with worsted and satin. Fine-milled Meltons lack, Oxford, Cambridge, brown, and olive mix-es; black, blue, Oxford, and brown Kerseys; ck, Oxford, and olive worsteds; silver, stone, and il grays and olives in fancy-weave worsteds and eds. Here are unusual assortment and unusual ue under $30.

$22.50 for Overcoats that are values up to $35

o coats, driving coats, dress coats, and business ts in black, Oxford, blue, Cambridge, and various y shades and fancy weaves of all the correct rcoat fabrics. Many of these garments are d with worsted and satin, and all are finest pos-e under $35.

$27.50 for Overcoats that are values up to $45

Driving coats, auto coats, paletots, smart business coats, blue and black English Kersey coats, English vicuna worsted in bird's-eye, herringbone, and wale weaves in black, Oxford stone, silver, and Quaker grays. English Meltons in black, blue, and Oxford. Scotch tweeds in exclusive overplaids and stripes.

Extreme value and satisfaction of every garment will manifest themselves continually during several seasons' wear.

$32.50 for Overcoats that are values up to $50

Norway Kerseys, triple-milled English Meltons, English worsteds, Venetians, and vicunas. The colorings are black, blue, Oxford, Cambridge, blue Oxford, steel Oxford, and brown Oxford. Several fancy weaves—linings are finest silks, satins, and Circassians; the models are nearly all three-quarter length semibox and full-box coats. Unusual values under $50.

$37.50 for Overcoats that are values up to $60

Finest English Meltons, finest English Kerseys, vicunas, Venetians, and worsteds. The finest tailoring possible, the finest linings and interlinings that can be made. Correct models designed by America's most famous designers. Finer tailoring, finer trimmings, and finer fabrics are not known at any price. Every garment extreme value under $60. One of these coats will look well for many seasons.

THERS, 180 to 186 Eighth Avenue

9

Poster. Reduced to two-thirds of original size

§ 14 10790

linings that abnormal proportions and defective builds are concealed, and the wearer is made to look like a normally proportioned individual. In view of these facts, price is the chief selling point of ready-made clothing. Next in importance are style, fit, and wear.

14. Clothing advertisements must necessarily be seasonable, and should occasionally be enlivened with first-class illustrations of models wearing the particular clothes advertised. Stipple or half-shaded line cuts are the best for the purpose, though coarse half-tones are sometimes more representative of the particular style of clothing. If the ad-writer cannot get ready-made cuts that correctly represent the goods, he should procure a photograph of them on a good-looking model, and send it to some first-class engraving house for reproduction. Special cuts are somewhat expensive, but they add so much to the appearance and effectiveness of the advertisement that it pays to use them. The drawings can be copyrighted in the clothier's name, and the copyright notice, appearing under the illustration, will convince the reader that it is an accurate picture of the article advertised. In general, it is best not to advertise more than one kind of clothing in an advertisement, except when announcing a special sale. In such a case, the real selling point is "the reduced prices due to the prolonged warm weather," or "the damage done by water or smoke," "the necessity of clearing out the old stock to make room for new goods," etc. All these apply to the stock in general rather than to any particular class of clothing.

15. Examples of Clothing Advertisements.—In Fig. 8 is shown a good example of an advertisement for popular-priced, ready-made clothing. The illustration shows the style of these $15 worsted suits, and the price, being a strong selling point, is brought out in the heading. This advertisement, while not crowded, is well filled with good argument and description.

16. In Fig. 9 is shown a good example of an advertisement for an overcoat sale. The illustration in this adver-

tisement has much attention-attracting power, and the descriptive items are well written. An advertisement of this character could hardly fail to attract every reader of a paper that had any idea of buying an overcoat. This advertisement in its original form measured 10 inches across 5 columns. It is shown reduced in Fig. 9.

17. Fig. 10 shows how a clothing store may exploit boys' suits in a special advertisement. It is also a good example of the bargain advertisement; notice the reason given for the low price.

18. In Fig. 11 is shown an advertisement that is good in many respects. It is important in an advertisement of women's suits, cloaks, etc. to illustrate the particular style offered by the store, because women pay much closer attention to the style of the garment than do men. The illustration in Fig. 11 was drawn especially for this advertisement and is consistent with the description.

19. Some high-priced tailors make it a rule never to mention prices, but the makers of medium-priced and low-priced suits do well to give prices in their advertisements. While it may be argued that price is a point that had better be left to the salesman, it should be remembered that many men do not like to go into a store and then admit that they cannot afford to pay the price asked. As a general rule, it is better to give prices in both advertisements and window cards.

In Fig. 12 is shown a strong advertisement for blue serge suits. The strength of the advertisement is largely due to its concentration on the blue-serge suiting.

In Fig. 13 is shown an example of the personal, "face-to-face" style that can be adopted by some tailors to advantage. A tailor that feels it is best not to exploit prices, may make his appeal to the public in advertisements of the style shown in Fig. 14.

20. Millinery and Waist Advertisements.—The advertisements reproduced in Figs. 15, 16, and 17 explain

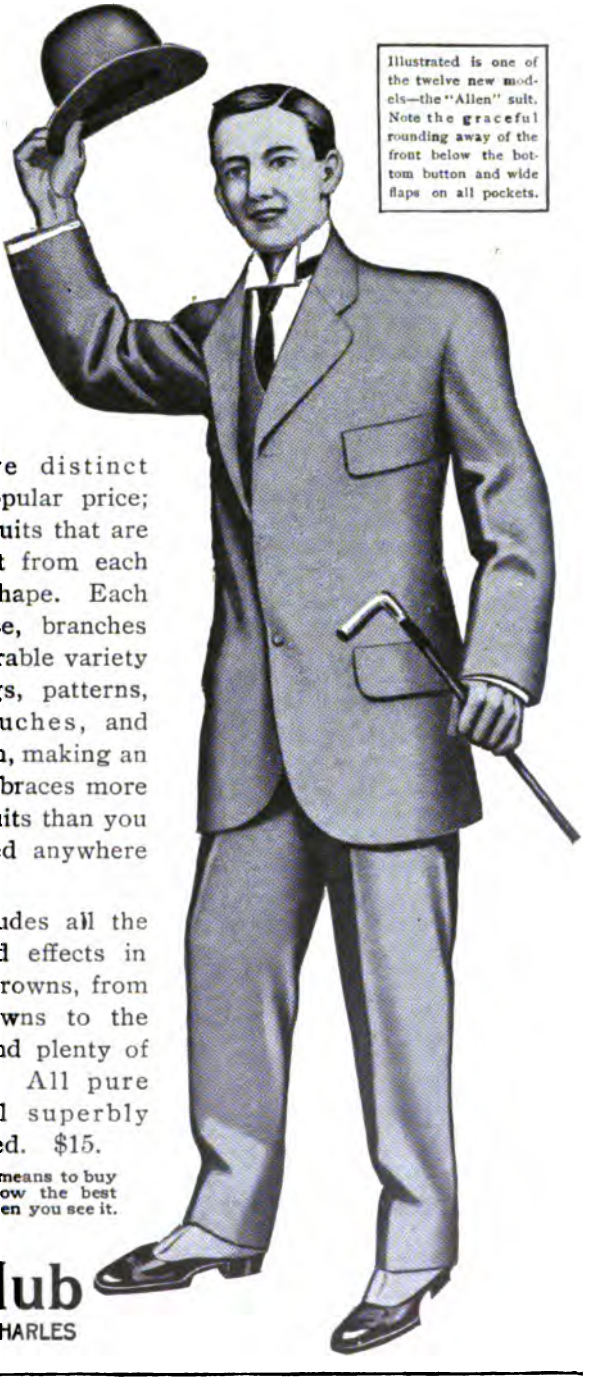
Pure Worsted Suits for $15

Bear this in mind when you go suit buying today: If you make $15 your limit, you do yourself an injustice not to see this magnificent stock.

We show twelve distinct models at this popular price; mind, that means suits that are absolutely different from each other in cut and shape. Each of these, of course, branches out into an innumerable variety of cloths, colorings, patterns, and distinctive touches, and changes in the finish, making an assortment that embraces more actually different suits than you ever saw assembled anywhere at one price.

This showing includes all the newest shades and effects in the much-desired browns, from the light-gray browns to the dark-seal tones; and plenty of blues and grays. All pure Worsteds, and all superbly tailored and finished. $15.

To inspect these suits means to buy one, provided you know the best value in Blanktown when you see it.



Illustrated is one of the twelve new models—the "Allen" suit. Note the graceful rounding away of the front below the bottom button and wide flaps on all pockets.

The Hub

BALTIMORE STREET AT CHARLES

FIG. 8

Boys' $8.50 and $9 Suits for $6.50

It's only because you buy directly from the makers when you buy at The Globe that you can get these suits for so much less than others charge. If we had to buy in the open market, as other stores do, and pay a middleman's profit, we'd have to charge more, too. But we have no middleman's profit to pay, and you get the full benefit of the saving. The suit shown in the sketch is the newest style Norfolk, of blue serge, in 6- to 16-year sizes. We also have the same style in gray or brown-checked worsteds, fancy cheviots, and velour cassimeres. The coat is lined with Italian cloth. All seams are sewed with silk, and the tailoring throughout is such as to insure the greatest possible amount of service. We have at the same price the same full assortment of fabrics, patterns, and colors in

Double-Breasted Suits. Sizes 8 to 17 Years.
Blouse Suits. Sizes 5 to 12 Years. Russian Blouse Suits. Sizes 3 to 6 Years.

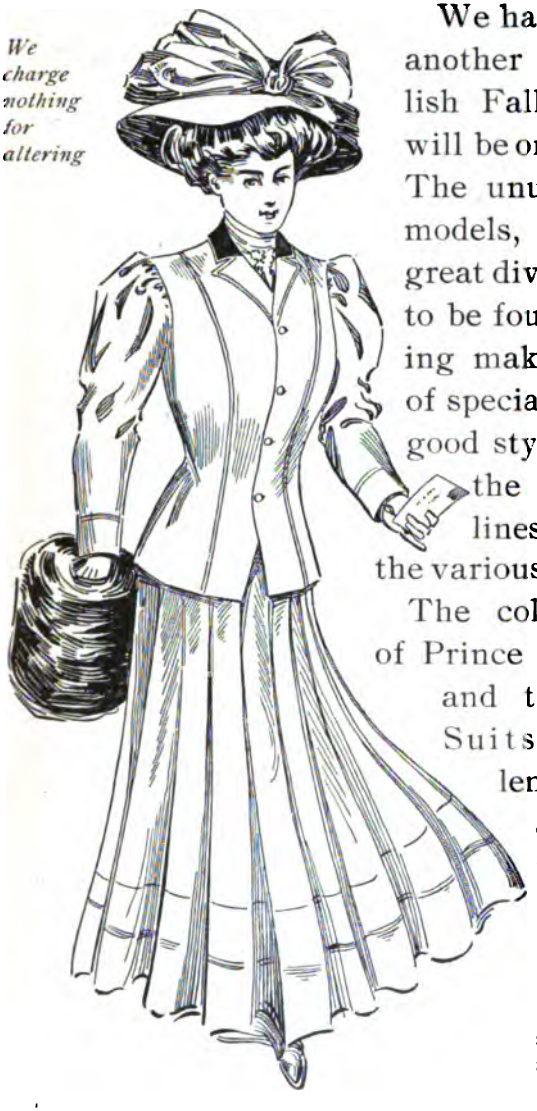


Lexington St. The Globe Store At Spruce

FIG. 10

Stylish Suits, $17.50

We charge nothing for altering



We have just received another new lot of stylish Fall Suits. They will be on sale tomorrow. The unusual variety of models, as well as the great diversity of fabrics, to be found in this offering makes the showing of special interest; every good style-idea found in the higher-priced lines is embodied in the various models we offer. The collection consists of Prince Chap, semifitted and tight-fitted coat Suits in various lengths. The skirts are very full side-plaited styles with or without folds at the foot.

See our windows tomorrow morning. They will show these suits.

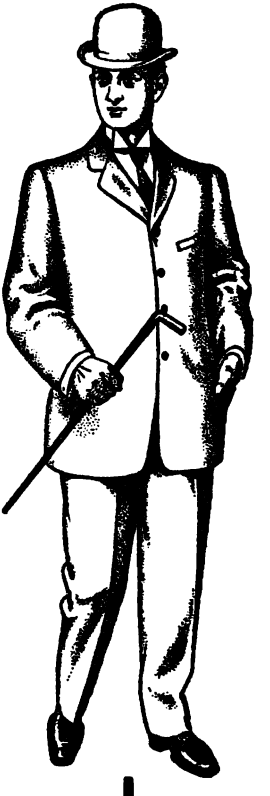
Kelley & Brown Wyoming and Lackawanna Aves.

FIG. 11

Display in MacFarland and MacFarland Italic

A Gentlemanly Cloth

for a gentleman's clothes—that's what we're featuring. Let us show you the handsomest fabric on display in the city. It's a



Wide-Waled Blue Serge

just the right shade—and an extraordinary one at that, in the wide-waled effect so much admired in the gray shades but seldom seen in the blue. Besides, this is a sturdy fabric and one that would make a suit cost you at least $30 anywhere else but at this moderate-price shop.

We've made the figure as low as is consistent with careful workmanship and offer a Kahn-tailored suit of this Wide-Waled Blue Serge for **$24**

Kahn Tailoring Co.

Makers of the Kind of Clothes that Gentlemen Wear

18 Lexington Avenue

FIG. 12

Display in Foster; body in 12-point Old-Style Antique

My $20 Suits

are more popular this season than ever before.

There's scarcely a day that some wearer of ready-mades doesn't come in and wonder how he could ever have worn ready-made clothing when he can get for $20 such material, workmanship, and fit as I give.

The fact is, I have the finest line of $20 suitings in the city; and I am as careful of each customer as if he were the only one I had.

I want you to see my suitings. Just received a new lot last week. There are a number of handsome gray and brown worsteds in this lot; fine serges, too. You won't be urged to buy, but if you give me an order you're sure to get a well-made suit with an individuality—one that will do good service for two seasons. Most good tailors would charge $25 or $30 for a suit like my $20 grade. If I didn't have a big list of patrons, I'd have to charge $5 or $10 more.

George Jacobs
Bell Building

FIG. 13





The Cut of the Coat

TELLS the taste of the tailor. The garment that strikes your fancy may not be the one that you should wear. In the mirror of the retail clothier you cannot see yourself as others see you. Is it safe to trust your appearance to the judgment of the ready-made salesman—biased by the necessity of fitting you to the clothing rather than the clothing to you? Individuality and character are subtly expressed in every garment I make. Years of experience in serving the best dressers guarantee that clothing made by me is perfect in style and finish, and is of the color and cut best suited to the wearer's complexion and figure.

Blenheim

Pennsylvania Avenue

FIG. 14

The monogram and signature of this advertisement are from drawn designs. The body type is Laureate. Note the harmony of border with type



The New "Orby" Sailor

The "*Orby*" Sailor takes its name from the famous American-owned horse that won the English "*Derby*" in the presence of Wealth, Society, and Fashion of two continents. It has all the good qualities of other sailors but has some new features. See illustration. This hat will be very popular this season.

The "*Orby*" has Leghorn brim and rough straw crown in natural color. Some of the hats have natural Leghorn brim and rough, black straw crown. For trimming, there's a big, splashy bow of taffeta silk, front or back—the bow at the back is the latest. The "*Orby*" is trimmed in harmony with sketches of the Sailors worn at the "*Derby*" and at the latest Paris races.

Trimmed in white, black, pale blue, the new violet, also brown. $5 and $6.

If you'd rather have a white hat, remember we have them in great variety, $8 to $15.

COGGINS & BORNER CO.

Corner Main and Sixth Streets

FIG. 15

An example of good harmony in type, illustration, and border

Stylish Summer Waists

Never before have we had such neat and attractive new models in summer waists that we were able to offer at such popular prices.

Women's White Lawn Waists—As illustrated; a very charming model, artistically designed; entire front fashioned of embroidery, lace insertions, and French tucks; collar and cuffs of three-quarter sleeves are tucked and edged with lace, at **$2**

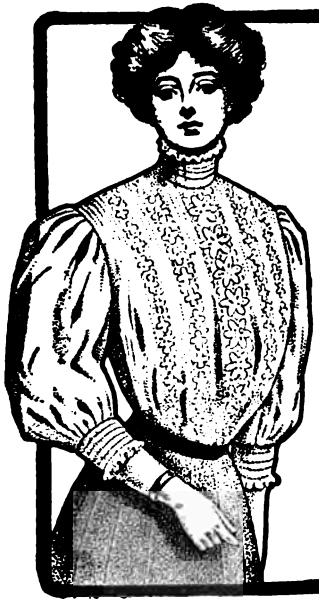
Women's Lingerie White Lawn Waists—A beautiful model, artistically designed; entire front of allover embroidery, lace insertions and clusters of tucks; back lace trimmed and tucked; collar and cuffs of three-quarter sleeves trimmed with lace insertion and lace edge, at **$1.75**

Women's White Lawn Waists—In a good-sized collection of pleasing styles; lace and embroidery trimmed; about 25 in the lot; selected from our regular stock where the lots were small and the range of sizes broken; some slightly mussed from handling; waists that sold regularly at $1.25 and $1.50, to be sold at **$1**



MORRIS, HALE & EVERHARDT, 80 Vine Street

FIG. 16



Smart Styles in Shirt Waists

Smart dressers realize that there is as much difference among shirt waists as among people. Some are ordinary, others high grade, and a few distinctive. Ours belong in the last-named class.

The waist illustrated is of fine white lawn, with a broad strip of embroidery down the center and two narrow strips of embroidery on each side. Fine tucks in the shoulders give the desired fulness. Tucked back; three-quarter sleeves. Tucked collar and cuffs edged with valenciennes lace. Price, $2.25

SINGLETON'S

Charles and Horn Sts.

FIG 17

themselves. Note the "newsy" feature. Each advertisement gives some information about a particular class of goods that is sure to be interesting to prospective purchasers. It cannot be too strongly emphasized or repeated too often that this is the kind of advertising that brings customers. In Fig. 15, the prices are properly left undisplayed. Both the illustration and the border of the advertisement shown in Fig. 17 were drawn. This made the advertisement more expensive, but the cut could probably be used more than once, and it is very distinctive.

21. Advertising of Dry Goods.—Dry-goods stores in the larger cities cannot, as a rule, meet the low prices of the department stores, but they can easily attract and hold a desirable class of customers by carrying better or more complete stocks than their price-cutting competitors. Price is a very strong selling point, but it is not everything. The tendency among department stores is to carry cheap, quick-selling goods, but the steady demand for better and higher-priced products makes the opportunity and should shape the business and advertising policy of the independent dealer. He should so advertise and conduct his business that whenever the women of the locality want good merchandise or their choice of a large variety, they will come to him just as quickly as they would go to the department store for bargains in cheap materials or ordinary articles. While the independent dealer cannot continuously imitate the bargain-counter methods of the department store, his occasional cut-price sales of high-grade goods will attract a most desirable class of new customers and hold the old.

22. The advertisements of the independent dealer should tell of the quality of his stock, the variety of patterns or shapes or sizes, and then point out that at the prices quoted he is offering values that are real bargains, because they are bargains in high-grade goods, the prices of which are not ordinarily cut. If he has the sole agency for a corset, for a line of silks, for gloves, or for stockings, or makes a specialty of such goods, it is a good idea to run special

advertisements of them, pointing out that they are of superior quality and not obtainable elsewhere. He should also watch the magazines to see which articles that he carries are being advertised by the makers. By advertising that he sells these goods, he will reap direct benefit from the magazine advertising.

Dry-goods advertisements should be descriptive, should tell all the good points of an article, and should suggest its use or desirability. Conciseness and brevity are good qualities in advertisements, but it is poor policy to save space at the expense of clearness. Women are the buyers of dry goods, and they will read anything that conveys real information about goods that interest them.

23. Probably no branch of advertising furnishes more examples of weak writing than that relating to dry goods. The ad-writer that can paint a word picture of an article or its use is the one that will create business. If he can do it in a few words, he is a genius; but if he cannot, he had better stick to full descriptions in every-day language. Many ad-writers, in attempting to write from a feminine standpoint, make themselves ridiculous by descriptions in high-flown and altogether unnatural language. Other ad-writers try to cover their lack of knowledge by "smart phrases," alliteration, circus-poster superlatives, and infantile chatter. There is no excuse for such waste of space. No ad-writer is expected to know all the technical excellencies of the numberless materials and articles sold in dry-goods stores, but he can find out enough points to write effective advertisements. Some dry-goods merchants and retail salesmen are well informed on such matters. The salesmen sent out by jobbers have to know these points, and the ad-writer should try to meet and question these men. They want their special lines pushed, and will gladly cooperate in the production of advertisements that will sell their goods.

24. It is a good idea for the ad-writer to read his copy to some woman of common sense, and notice whether or not it conveys the desired information. Often, in thus reading

his work, he will discover weaknesses in his style that he had not noticed in writing the copy. Too often, writers of advertising strive to write something that they think will please other advertising men or the advertising journals, rather than something that may be easily understood and appreciated by women. An advertisement should contain just about what a salesman would say in personally offering the article for sale to a customer. It need not necessarily be conversational in style, but it should be written in the language of the people.

25. Illustrations should be used as freely as possible. Cuts from illustrating syndicates are all right if they are up to date and have some connection with the article advertised. Specially prepared illustrations, however, are very desirable and effective. These may be drawn to agree with the fashion plates that are printed in women's magazines and in the illustrated Sunday papers. A reputation for using cuts that represent the latest styles is a valuable asset to any dry-goods merchant. Women are always interested in styles and will hunt through the paper to find a picture of a well-dressed woman.

26. Size of Dry-Goods Advertisements.—Dry-goods advertising should be continuous, but heavier in the best selling seasons. The amount of space to be used depends principally on the size of the store or the amount of business required.

The ad-writer should keep close watch of the sales made and the class of customers drawn to the store by his advertisements. If he finds he is appealing to the wrong class of people, he should change the advertisements to a style and character that will appeal to a more desirable class. If some clerks are kept too busy and others are idle, he should reduce the advertising of the busy department and push the weaker one, taking into account, of course, their relative importance.

It is a waste of space to lay out a small advertisement on the plan of a page department-store advertisement, yet many

small advertisers attempt to do so. There is some difference of opinion about the best location of the firm name in a page advertisement, but in small advertisements it should always appear at the bottom. It will then be possible to display the article advertised effectively, without giving the advertisement a top-heavy appearance. If the space used is less than one-eighth page, it is better, as a rule, to devote this space to one article or to one special line of goods. It is more profitable to make a strong presentation of one leader than to break up small space into insignificant panels. Strong display in small space gives an impression of strength; ineffectual imitation of big advertisements is a confession of weakness. Of course, in selecting specialties to be advertised, goods should be chosen that are either in themselves worth advertising or that will bring customers who will buy other goods on which a profit will be made. Beginners often make the mistake of selecting insignificant articles that accomplish neither of the objects named. It sometimes happens, however, that a number of small lots of goods can be assembled in a bargain advertisement that will prove both attractive and profitable. If small space is used, it is a good idea to specify that the advertisement shall be placed continuously on the same page and in the same position. A special face of display type and a special border will also help to make the advertisement prominent and will assist regular readers in finding it.

27. Examples of Dry-Goods Advertisements.—In Figs. 18, 19, 20, 21, and 22 are shown examples of dry-goods advertisements that bring out the principles set forth in the preceding paragraphs. The advertisement shown in Fig. 18 is printed from a mortised cut. This kind of advertising is much more expensive than plain type advertising, for the services of both illustrator and engraver are required. The advertisement shown in Fig. 19 has nothing of cleverness or uniqueness about it, but it is an effective advertisement. Fig. 20 shows what a strong, clear display DeVinne makes. Fig. 21 is an example of unusually well-written copy.



FIG. 18

The Cushing Italic harmonizes with the general tone of the advertisement

New White Goods
and Other Washable Fabrics

We have on sale this week a lot of the newest things in Washable White Goods, and with them some good things in colors. Prices on these goods have advanced since we made this purchase, so the figures below are probably lower than the prices on the same goods will be a little later in the season.

Lot 1—Mercerized Batiste in pure white, 46 inches wide, and Embroidered Figured and Dotted Swiss—fine embroidered fabrics that will delight the most fastidious, specially priced at **60c**

Lot 2—White Persian Lawn 32 inches wide, and Mercerized Batiste 46 inches wide; fine and soft in finish, splendid stuffs, priced at **35c**

Lot 3—All Linen Suitings in white and all wanted shades, 36 inches wide, and White Dotted Swisses with dots of various sizes, for **39c**

Lot 4—Mercerized Checks and Plaid Voiles; also plain colors, and White Persian Lawns and Pongee Suitings, 32 inches wide; an excellent lot of stuffs to go at only **25c**

Lot 5—White India Linen; a fine sheer quality, 40 inches wide, usually counted good value at 25c a yard; to be sold at only **14½c**

Lot 6—Printed Batiste; white and tinted grounds, and White Auto Cloth in linen finish, 36 inches wide, as well as fine Dress Ginghams in two dozen choice styles, choice of any **12½c**

Lot 7—Fine Dress Ginghams in stripes, checks, and solid colors, 27 inches wide, regular values 10c a yard, special priced **8c**

Lot 8—Pretty Printed Dimities in stripes and neat designs; a dozen of this season's newest and best patterns and colorings; 27 inches wide at **7c**

Jones Dry Goods Co. Broadway and Eighth

FIG. 19

35 **An effective display in Powell. Note the excellent arrangement of sideheads and prices**

The NEMO Solves the Corset Problem



Our store is Hartford headquarters for the famous NEMO Corset—the corset that's made in so many different models and sizes that it is no trouble whatever for our experienced fitter to give a woman just what she needs to make her figure look best.

Nemo Military Belt—Another wonderfully popular *Nemo* specialty; for medium figures; gives the small, incurve waist, so fashionable, you know. Price—$3. *See sketch on the left.*

Nemo Self-Reducing Corset—The most satisfactory Stout Woman's Corset; the Corset that positively reduces the stout woman's figure—gives her style and grace—and at the same time gives her comfort and health. We have models for both tall and short stout figures. A full range of sizes. Prices—$3 and $5. *See sketch on the right.*

Nemo Swan-Shaped Corsets—These are the *Nemos, par excellence*, for medium and slender figures. They give beautiful curves of swan-like grace; fittingly named "*Swan shape*"—$2 to $3.50.

Nemo Festoon—For medium and slender figures; embroidered in festoon design at top and bottom and winsome little dots scattered between. The Corset for fine and dainty *lingerie models*—$2 to $3.50.

There's a *Nemo* made for every figure—and made to improve the figure of the slender as well as of the stout woman.



Bear in mind—that *Nemo* Corsets are as famous for wear as for style—strength and durability combined with Parisian chic and grace. Let us fit you with a *Nemo*—the *Nemo* that's meant for you. Fittings free of charge.

Sanderson & Company, 18 Wyoming Avenue

FIG. 20

"Should My Daughter Wear Corsets?"

This is a question many a mother asks herself when she sees her well-developed daughter of 15 or 16 years.

Several years ago we thought out the problem and prepared Girdles and Corsets at regular stepping-stone intervals to suit the needs of school girls and young women from 12 to 16 or 17 years.

These Girdles at 50c are the tiniest waist protection possible, preventing the waistbands cutting into the flesh.

Next comes a little longer girdle—for the large girl. Then a Corset with smallest hip and bust proportions to prevent the figure spreading. Prices range to $2.

MANNING & RASCOVER, 1824 E. Broad

FIG. 21

205—21

Beautiful New Cottons

There must be a new rainbow within the vision of Fashion—so wondrously beautiful are the colors of these new cottons. The clever loom artists seem to weave cloud colors into a silk and cotton fabric and then strew it with flowers. They call it Cotton Voile.

That's one of the new cottons.

"Beautiful beyond expectation" you will say when you see. On plain grounds of white and mauve are skilfully printed the loveliest sprays of summer flowers. Some of the blooms fairly stand in relief—hand-painted, as it were. Others are embroidered over the printings in conventional designs. Twenty-eight cents is the lowest price for these loom triumphs—forty cents is the largest, but there's much choosing in between.

Another thing of beauty is the Mercerized Mull.

Soft finished in delicate shades of mauve, salmon, sky, cream and white that fairly glisten like snow under sunlight. Most elaborate summer blouses and dresses will be made from these dainty fabrics. Just fancy the little price—

28c a yard

The south window display shows the reality of this pen picture.

MAHON BROS.
210 Broadway

FIG. 22

GLOSSARY OF DRY-GOODS TERMS

28. The following glossary of dry-goods terms (originally published in the Dry-Goods Economist) will prove serviceable to writers that intend to make a specialty of dry-goods advertising. It should not be inferred, however, that it is advisable to use uncommon technical terms in advertisements without giving their meanings. To make the greatest success of dry-goods advertising, the writer himself must understand the technical differences of various kinds of cloth, etc., and this list of definitions should prove useful in attempting to gain such knowledge. The common terms—those which the average purchaser will readily understand—may of course be used freely in advertising copy.

This glossary of dry-goods terms is suggestive of the fact that a knowledge of the technical differences of material and construction is important in any line of advertising work that the ad-writer may select. The ad-writer that does not learn the difference between cast iron, wrought iron, steel, etc., cannot make the greatest success of hardware advertising. Neither can a writer do the most effective furniture advertising if he remains ignorant of different woods, methods of joining, furniture history, styles, finishes, etc.

Algret.—A stiff plume. Sometimes erroneously applied to "egret," a term used to describe light, floating feathers.

Allover.—Embroideries or lace materials in which the design or pattern extends over the entire surface of the fabric in contradistinction to edges and insertions.

Appliqué.—Materials cut out and sewed, embroidered, or pasted on other materials.

Armure.—A chain weave in which the threads are thrown in repeating small pebbled designs such as minute diamonds or other angled figures. Used in silks and dress goods.

Bandeau.—A band or part of a band placed in the head-size of a hat to raise part or the whole of it.

Barré.—Materials having stripes or bars running across the cloth produced by various processes of weaving or printing.

Basket Weave.—A style of weave in which the plaited work of a basket is reproduced by the pattern. *Linen basket cloth* is a variety of crash suiting.

Batiste.—A fine cotton muslin having a great deal of dressing, resembling lawn, the difference being that batiste is slightly heavier.

Bedford Cord.—A weave used in dress goods similar to cotton piqué, consisting of heavy ribs running lengthwise in the fabric.

Beige.—Dress fabrics of smooth texture produced by using yarn in which the colors are mixed.

Bengaline.—A plain, round, corded weave of silk and wool in which the wool is used as a filling covered by the silk; smooth in surface, small in grain.

Botany Yarn.—Yarn composed of a fine grade of Australian wool and used in the manufacture of worsted dress goods.

Bouclé.—Knotted and curled effects raised upon the surface of the cloth produced by the use of two-ply yarn in which one thread is wound around the other and partly drawn out so as to produce a loop. Rarely used in silk fabrics.

Bouillonné.—Narrow shirrings of chiffon that edge wide ruffles or plaitings of the same or other materials.

Bourette.—An effect produced by introducing lumpy, knotted yarn in the weaving. The yarn so introduced is woven in at intervals, forming patterns or creating an evenly arranged rough surface.

Box Plait.—A double fold, or plait, formed by the folding of the cloth alternately in opposite directions so as to form a kind of plait from each side.

Brandenburg.—A military ornament of braid and loops with which a jacket is fastened.

Broché.—An effect where the warp design is raised in floats and appears as if embossed on the surface of the fabric.

Brodé.—Embroidered effects either on silks, woolens, or cottons.

Butcher's Linen.—A plain weave fabric of linen used for dress purposes; similar to crash in appearance, but lighter in weight and composed of smoother yarns.

Camel's Hair.—A loosely woven woolen fabric in which a very long fiber is employed. It is composed of the finest worsted.

Cashmere.—A wool fabric twilled on one side only, with soft finish.

Challie.—An extremely light-weight dress fabric, cotton or wool, woven without twill, free from dressing.

Cheesecloth.—Thin muslin, bleached or brown, free from sizing.

Cheviot.—Twilled, nappy woolen cloth.

Chiffon.—A transparent, fine-woven silk gauze.

Chiné.—Fabrics in which the pattern is printed on the warp, so that when woven the crossing threads show the design in a broken effect, giving the appearance of shadows, etc.

Corduroy.—A heavy, ribbed cotton material made like velvet, with a twilled foundation and a pile surface.

Couteau.—A knife-like twill or wing.

Covert.—A twilled diagonal cloth usually made in mixtures for tailoring.

Craquelé.—Crackled- or broken-glass effect in lace, net, or silk.

Crêpe de Chine.—A crinkled, thin, silk dress fabric.

Crêpe Lisse.—A zephyr gauze of silk plain woven.

Crepon.—A crinkled dress fabric made of silk or wool, or mixed. Also cotton.

Croisé.—A cross twill in weaving. Applied to velvets, means twilled back instead of the old straight back.

Crystal.—A heavy corded silk with wool filling, in which the small cords alternate with large, regular or irregular cords.

Damask.—In weaving, a name long used to designate a particular style of twill, and specifically applied to several kinds of twill-woven fabrics. At the present day, damask in its broadest application denotes a twilled linen or silken texture richly figured in the loom with patterns of a large

and dignified type, as flowers, leaves, fruit, and ornamental scrolls. Damask, being a matter of weave rather than of any particular fiber, may be produced in various materials; linen, silk, and bright wools, however, being the most effective.—*Cole's Encyclopedia of Dry Goods.*

Damassé.—Fabrics ornamented on the surface with a rich design, the running figure woven, but not printed—same as damask.

Dimity.—Thin white goods, plain or printed, distinguished by raised threads or cords running lengthwise.

Directoire. — In the style of the French Directory, 1793–1801.

Drap d'été.—A worsted material made like cashmere.

Dresden.—A very small unobtrusive design. The term has been adopted from Dresden china, to designate small, neat effects in printing.

Duchesse.—A satin fabric of which the back is woven in flat twills, making a smooth face, not showing the twilled effect.

Egret.—Light floating feathers obtained from the heron.

Empire.—Styles of women's dress fashionable during the reign of Napoleon I, based on the mode of dress customary in ancient Greece.

Eolienne.—A sheer silk and wool fabric.

Etamine.—A canvas weave with a wide mesh, rendering it more or less transparent; sometimes woven with a silk stripe.

Façonné.—Figured goods in which the design is raised upon the surface. Silk or wool.

Fagoting. —A crisscross openwork stitch done in a rope silk.

Faille.—Soft-ribbed dress silk with a prominent cord extending across the fabric. Not so heavy as Ottoman; twice as large as grosgrain.

Feston.—Loop designs, sometimes called scallops.

Flitter.—Spangles made of composition, light in weight.

Floconné.—A silk dress material having small flakes of white or color.

Foulard.—A soft, thin, washable dress silk woven without twill. Twilled foulard, so known, is really a silk serge.

Fourragère.—Ornaments of braid set on each side of a bodice, and connected by one or more long, drooping cords.

Galloon.—Narrow trimming of wool, silk, tinsel, cotton, etc. Also gilt or silver lace on uniforms, liveries, and band caps.

Glacé.—Changeable colors, usually in silk or woolen goods, produced in weaving. Glacé gloves are those finished with a polished or dressed surface.

Granité.—A weave in which the yarns are twisted to a sufficient extent to give a sort of roughened surface.

Grenadine.—An openwork transparent material of silk, wool, or cotton.

Grosgrain.—A stout, close-woven, fine-corded or grained dress silk, dyed in plain colors and having but little luster. It has long been a staple among dress silks, and on account of its superior wearing qualities has been generally held in high estimation.—*Cole's Encyclopedia of Dry Goods.*

Guimpe.—A front and back yoke to be worn with low-cut dress, with or without sleeves.

Habutaye.—A plain-woven silk made in Japan on hand looms. Smooth and even in texture.

Illusion.—A thin and very transparent tulle (see *tulle*).

Incise.—An effect produced by cutting out designs in a dress material and placing silk or some other fabric underneath it, the edges of the upper material being sewed down.

Jaconet.—A fine muslin, heavier than cambric, free from starch or dressing, but glazed by calendering.

Jacquard.—Applied to materials woven on Jacquard looms, which automatically select the threads and make the designs formerly produced on hand looms only.

Jardinière.—In flower-garden designs.

Jupon.—A short petticoat. Applied to the new double and triple skirts. The upper skirt is the jupon.

Khaki.—A Japanese silk, plain woven and less fine in weave than the habutaye.

Lansdowne.—A silk-and-wool material of very light construction.

Liberty.—Thin, satin-finished silk.

Louisine.—A silk fabric of overlapping weave producing an uneven surface, which resembles that of an armure in miniature.

Luxor.—A ribbed satin or silk cloth, soft and rich.

Maline.—A very fine silk net of gauzelike texture.

Matelassé.—Woolen or silk cloth that has a raised pattern on the surface as if quilted or wadded.

Medallion.—An ornament of lace that is applied to a garment.

Medici.—A collar for cloaks and dresses, very high and stiffened, rolling outwards at the top.

Mélange.—Mixtures of color applied in weaving. Also mixtures of cotton warp and wool weft.

Melton.—Stout, smooth, woolen cloth used for men's clothing and ladies' coats. The nap is sheared close to the surface and is finished without pressing or glossing.

Mercerize.—A chemical process of rendering cotton threads lustrous. The thread is shortened and hardened, producing a silky effect.

Merveilleux.—A class of fine-twilled, satin-faced silk.

Messaline.—A light-weight silk having a lustrous surface and soft, sheer weave.

Miroir.—Glossy or brilliant surface produced on pile and silk fabrics by calendering.

Mohair.—A light-weight fabric having a lustrous surface composed of the wool obtained from the Angora goat.

Moiré.—A watered effect produced on silks.

Moiré Velours.—A silk fabric with a twilled face, on which a watered effect has been produced.

Moreen.—Fabric of mohair or wool filling and cotton warp. Made in imitation of moiré silk.

Motif.—The unit of a design that is repeated over and over again in a lace pattern. Frequently the motif is taken out and used separately, in which case it approximates closely to a medallion.

Mousseline de Soie.—An extremely fine, soft muslin made of silk.

Ombré.—A graduated stripe embodying colorings, shading from light to dark or vice versa.

Oxford.—Originally a wool fabric in dark-gray and white mixtures (90 per cent. of the former and 10 per cent. of the latter). Of late, heavy cotton and linen fabrics have been known by this name.

Paillette.—A spangle or scale. Also applied to large round spots or patterns on fabrics.

Paletot.—A loose outer coat, the distinguishing feature of which is the length of the skirt, this extending 10 inches or more below the waistline.

Panne.—A pile fabric of the satin antique variety. Long-haired, but not very lustrous.

Passementerie.—Heavy embroideries or edgings and galloons, especially those made of rich gimps, braids, beads, silks, and tinsel.

Pastel Shades.—Very light tints somewhat opaque.

Pastille.—A round or oval spot; also applied to trimmings that are in lozenge design.

Peau de Cygne.—One of the popular weaves of soft, highly finished silk, closely resembling peau de soie.

Peau de Soie.—Silk woven like grosgrain, but with a rib so fine as to produce a plain-woven face. The best grades are finished alike on both sides. The effect is satiny.

Pelerine.—A small cape. A term now specially applied to a form of ladies' neckwear.

Percale.—A kind of cambric closely and firmly woven, with more dressing than ordinary muslin; printed or plain.

Picot.—Small loop used as an ornamental edging on ribbons or lace.

Plastron.—Part of the garment covering the breast.

Pointillé.—Dotted with small spots or polka dots.

Pompadour.—Small flowered designs printed or brocaded in bright colors.

Pongee.—Thin, soft-silk fabric woven from the natural uncolored raw silk.

Pongee Imperial.—Heavy pongee with taffeta surface.

Popeline.—A repped wool and silk material, the warp of silk.

Postillon.—Two ends or tabs at the back of a jacket or waist.

Princess.—A long gown made in one continuous piece fitting closely.

Radium.—A term signifying a brilliant finish; applied to silk and braids.

Rayé.—Striped.

Rep.—Style of weaving in which the surface has a crosswise ribbed appearance as a distinction from "cords," which extend lengthwise in the fabric.

Shantung.—A heavy grade of pongee silk in which the natural color of the material is preserved.

Sheath Gown.—A gown of Parisian origin that created a sensation in 1908. It is a modification of an early style used by Directoire dressmakers. Its distinguishing feature is the snugness with which it fits the figure, this being so extreme that a slit from the hem to the knee is provided to give freedom for walking.

Sicilienne.—A mohair of heavy weight, either plain or with a fancy pattern.

Suède.—Leather finished on the wrong, or flesh, side, or having the thin, glossy outergrain shaved or peeled off, leaving an undressed surface.

Surah. A light, soft, twilled silk.

Teneriffe.—A lace stitch; a form of drawnwork in which the wheel pattern predominates.

Tulle.—Plain, fine silk nets.

Tussah.—The wild silk produced by silkworms that feed on oak leaves and the fabric made therefrom.

Venetian.—An all-wool material of a broadcloth construction, except that the face is twilled.

Volle, or Veiling.—A fabric similar to the old-fashioned nun's veiling, but made with somewhat heavier yarns.

Zibeline.—The French word for sable; also applied to a dress material that to a greater or less extent imitates fur.

RETAIL MANAGEMENT
(PART 3)

EXAMPLES OF RETAIL ADVERTISING

HARDWARE

1. In beginning to advertise a hardware store, the advertising man need not become bewildered by the great variety of tools and implements. He should concentrate his energies on the specialties that will bring the people to the store. The salesmen are expected to see that customers buy everything that they need before they go, and to treat them so well that they will come again and continuously patronize the store. Of course, as in other lines of retail advertising, the specialties selected should be those that can be profitably advertised. For example, it would not pay to insert a special advertisement to sell a lot of a dozen 50-cent pocket knives.

The following examples of the advertising of hardware specialties show the possibilities.

2. Ice-Cream Freezers.—Suppose that it is the month of June. Nothing could be more seasonable than ice-cream freezers, but perhaps there are different styles and various sizes in stock. Will it be better to advertise a cheap freezer or one more expensive? That depends on the class of people that live in the locality, the margin of profit on the different styles, or the firm's desire to push any particular make. Probably the cheapest freezer is kept in stock and sold at a small profit merely to meet competition; the firm is

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not desirous of pushing it, because it fails to satisfy the customer. Then, again, most persons that can afford to make ice cream are able to pay for the better grade of freezer. Such persons are also more likely to become good customers of the store. So, everything considered, the high-priced freezer is the best one to advertise.

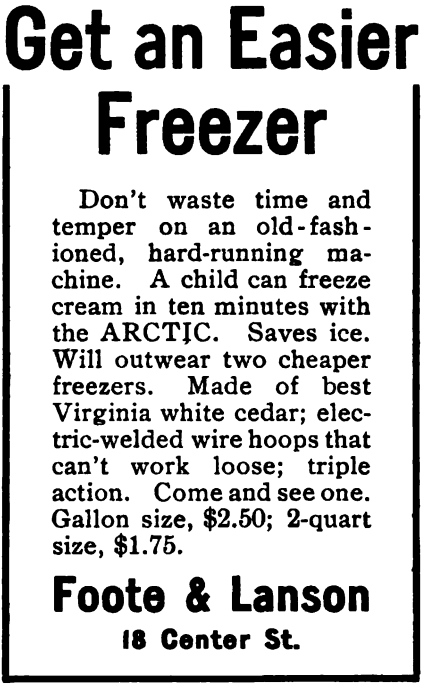


FIG. 1

The border is 2-point rule; headlines in 30-point Philadelphia Gothic; body in 10-point Old-Style Roman, solid; firm name in 18-point Philadelphia Gothic

The things to be considered then are: Why is this freezer the best, and what can be said about freezers that will not only induce people to buy freezers, but to buy this high-priced freezer? An examination of the maker's catalog and of the freezer itself will develop strong points for a good series of freezer advertisements. Figs. 1 and 2 show two

advertisements that would be appropriate. Note that in each case one strong selling point is brought out in the heading.

3. Lawn Mowers.—Every householder that rents or owns a plot of grass needs a lawn mower. To the inexperienced buyer, all mowers look alike. In fact, the low-priced, low-grade mower is frequently painted and finished just as attractively as the well-made article. The poorest grade of mowers is usually offered by department and novelty stores, where bargain prices are too often the only consideration in making sales. What the hardware dealer requires, then,

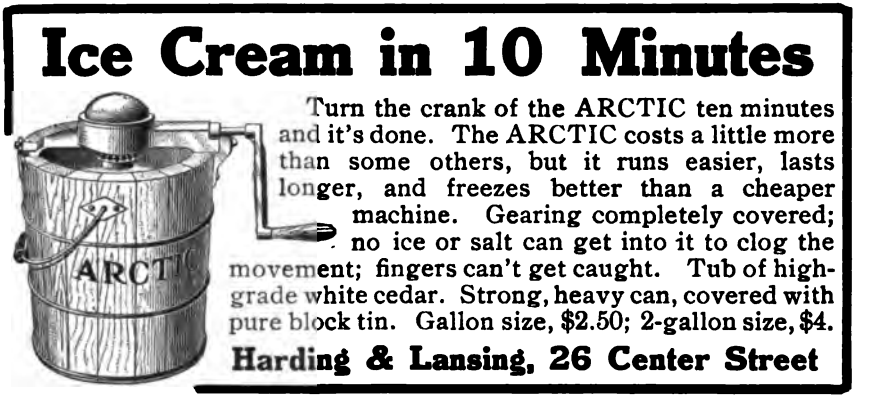


FIG. 2

3-point rule border; headline in 24-point Foster; body in 10-point Old-Style Roman, solid; firm name and address in 12-point Foster

is an advertisement pointing out the superiority of some standard make of mower over the cheap goods of his price-cutting competitors. Lawn-mower manufacturers do not issue many catalogs for distribution to prospective customers, but any well-informed salesman will explain the difference between a cheaply made and a well-made mower. The low-priced mower has, as a rule, only three blades (the revolving cutter knives); the better grades have from four to six blades. The greater number of blades insures cleaner cutting and easier action. Each blade has less work to do, and therefore does it better. The low-priced mower has a narrow wheel base (the distance between the centers of the front wheel and

the rear roller), and is inclined to bob up and down over every weed or ant hill on the lawn. The better-grade mower has a wide wheel base and tends to level all irregularities of the ground. The low-priced mower quickly becomes dull because of the poor material of which the blades are made, and the owner must continually be paying for resharpening them. The better-grade mower has finely tempered blades that stay sharp for a long time, thus saving expense and annoyance. The low-priced mower has few and inaccurate adjustments. In fact, after being used a short time it is almost impossible to take up the wear, and the machine becomes useless. The better-grade machine can quickly be adjusted to cut high or low or to take up wear, and will run well after 5 years' use.

4. Fig. 3 shows an example of a mower advertisement that brings out some good points, both as to the desirability of a mower and as to the superior features of the "Smooth-Kut" mower.

5. Gas Stoves.—The increasing use of electric lights as a substitute for gas has caused gas manufacturers to encourage the introduction of gas stoves. In many cities they make arrangements with hardware dealers or gas companies to sell gas stoves and heaters at very low figures and to set them up free of charge. The gas stove offers some very strong selling points. Gas-stove cooking is quicker, cooler, and more economical than coal-range cooking. A perusal of the maker's catalog or a talk with a salesman or user of a gas stove will furnish the ad-writer with material for several good advertisements. The one shown in Fig. 4 contains an illustration that emphasizes the ease with which cooking may be done with gas.

6. These examples of advertisements of hardware specialties are by no means the strongest that could be written for ice-cream freezers, lawn mowers, and gas ranges, but are shown as suggestive examples.

7. Special Sales.—There is no reason why the hardware store may not occasionally have special sales of certain lines of goods. These special sales, in addition to clearing out stock, will be the means of gaining new customers for the store and will give the store a chance to show customers



FIG. 3

2-point rule border; heading in 24-point De Vinne; body in 8-point Old-Style Roman, solid; firm name in 12-point De Vinne

how much superior its general stock is to that of the hardware section of a department store. Fig. 5 shows a good example of a special-sale advertisement for a hardware store.

8. The general impression seems to be that a hardware store is more a man's store than a woman's store. This

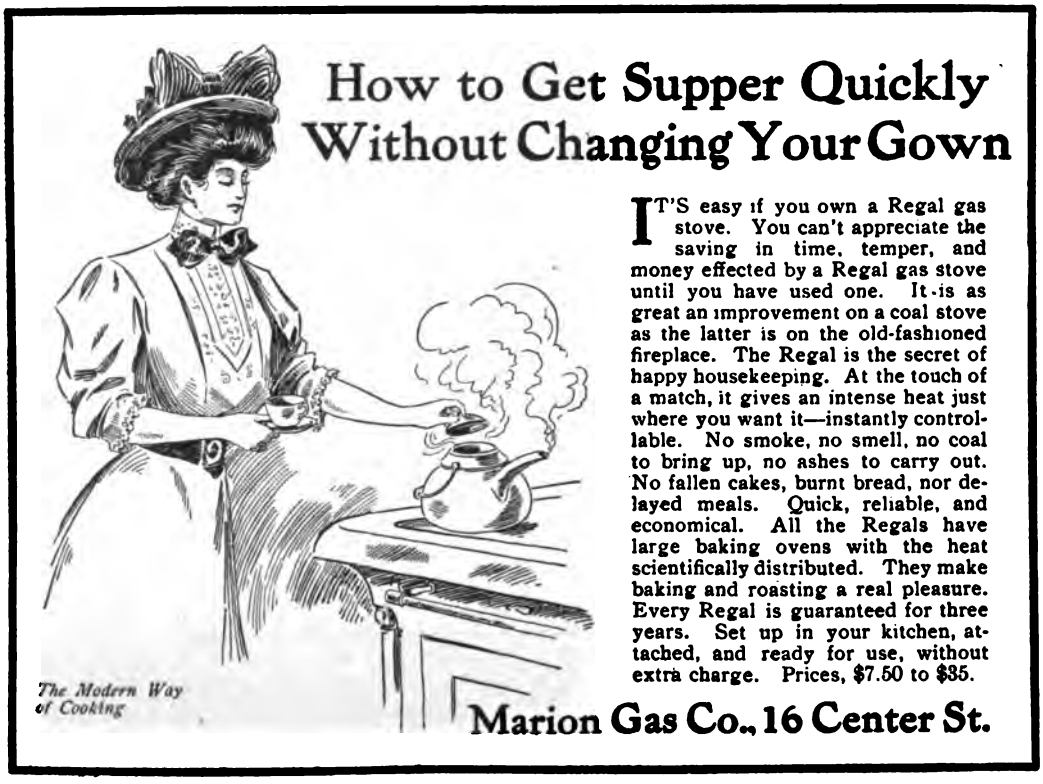


FIG. 4

5 inches, three-columns; 8-point rule border; headlines in 24-point Powell; body in 10-point Old Style Roman, solid; firm name in 18-point Powell. (Sizes slightly reduced in this reproduction)

Down Go Prices On

Window & Door Screens

THE chilly raw winds have compelled people to keep the windows closed and to stay indoors, and the frisky mosquito has not had the courage to come out and tell us that this is "the good old Summer time," and that he is ready for business at the old stand.

Result—Screens have not moved so rapidly as we had a right to expect.

Second result—prices are lowered to force the selling.

You'll need screens in due time—make no mistake about that. Summer will come and so will the mosquitoes. Be wise and fortify.

Screen Doors; walnut stained; extra-strong frames 1⅛ inches thick, with bottom strips 5 inches wide; surely the best-made door sold in Newark; sizes 2.6 × 6.6; 2.8 × 6.8; 2.10 × 6.10; 2.8 × 7; 2.10 × 7; 3 × 7; reg. 98c, your choice of any of these tomorrow at only . . . **89c**

Screen Doors in natural finish; extra fine in every way; strongly built; same sizes as above; regularly $1.49; special at . . **$1.25**

Knock-Down Window Frames, complete with brackets and screws, without wire; regularly 25c, at **21c**

Wire Cloth—remnants; will be cut in any length or width desired; regularly sold at 2c a square foot, at the special price of **1c**

Hard & Ware, 10 Center St.

FIG. 5

Another Housekeepers' Week

Special Sale of

Kitchen Utensils

October 12 to October 19

Our March "housekeepers' week" brought us so many new friends that we are resolved to have another. This time we are going to sell the famous Stransky Quadruple-Coated, Steel, Enameled Kitchen Ware at almost cost during the entire week—if our stock lasts that long. We do this at a loss in profit just because we want to show every woman in Blanktown what a great housekeepers' store this is.

Stransky's is "the ware that wears"—the very highest attainment in the manufacture of Enameled Kitchen Ware. The name **"Stransky"** has stood for years for the best Imported Quadruple-Coated Enameled Ware, and though it has been imitated to an extent, it has not been equaled in beauty or durability. Stransky ware is the despair of imitators.

We begin to-morrow a **great sale** of these celebrated kitchen utensils, every piece of which is **strictly perfect** and guaranteed to last **five years.**

Lipped Saucepans—

Regularly . .	45c	54c	63c	72c	81c
Special . . .	**36c**	**43c**	**50c**	**57c**	**65c**

Milk or Rice Boilers—

Regularly.	96c	1.08	1.32	1.56	2.04	2.52
Special .	**76c**	**86c**	**1.05**	**1.25**	**1.63**	**1.89**

Tea Kettles—

Regularly	1.44	1.68	1.92
Special	**1.14**	**1.34**	**1.53**

Coffee Pots—

Regularly	81c	90c	99c	1.14
Special	**65c**	**72c**	**79c**	**92c**

Tea Pots—

Regularly	81c	90c	99c	1.14
Special	**65c**	**72c**	**79c**	**92c**

Milk Pans—

Regularly	21c	25c	30c	34c	45c
Special	**17c**	**19c**	**25c**	**29c**	**36c**

Pudding Pans—

Regularly	25c	30c	39c
Special	**19c**	**25c**	**31c**

Berlin Saucepans—

Regularly	90c	1.08	1.26	1.50
Special	**72c**	**86c**	**1.00**	**1.20**

Berlin Kettles—

Regularly . .	1.08	1.26	1.50	1.80	2.10
Special . . .	**86c**	**1.00**	**1.20**	**1.44**	**1.69**

Berlin Sauce Pots—

Regularly . .	1.26	1.50	1.80	2.10	2.76
Special . . .	**1.00**	**1.20**	**1.44**	**1.69**	**2.20**

Straight Sauce Pots—

Regularly . .	1.02	1.26	1.50	1.80	2.52
Special . . .	**81c**	**1.00**	**1.20**	**1.44**	**2.05**

Preserving Kettles—

Regularly .	54c	68c	81c	95c	1.35	2.28
Special . .	**43c**	**50c**	**65c**	**76c**	**1.08**	**1.82**

Don't fail to come in this week and replenish your kitchen with the high-grade ware purchasable for this week only at these low prices. Those who come first will get the choicest selections.

Hard & Ware, 10 Center Street

FIG. 6

impression should be removed by aggressive advertising to housekeepers. Much trade can be secured from this quarter that would otherwise go to department stores. In Fig. 6 is shown an example of an advertisement designed to draw housekeepers to the store. Note that in order to avoid overdisplay at the top, the words "Another Housekeepers' Week" have been set in outline type.

JEWELRY

9. Selling Points of Jewelry.—Jewelry is a luxury, not a necessity. People do not have to buy jewelry every week, every month, or every year. If the jeweler wants them to, he must advertise continuously. Probably three-fourths of the jewelry sold is used for gifts, and most of the gifts are made to women. The purchases may be made and the goods paid for by men, but the real demand is created by women. So, as a rule, the jeweler's advertisements designed to sell luxuries, should make quality the chief selling point and may be written directly or indirectly to women. The exceptions to this are found in the advertisements of men's watches, society emblems, and other articles intended strictly for men. In these days of dollar watches, 25-cent "diamond" studs, and 50-cent wedding rings, the jeweler's stock, store, windows, and advertisements should emphasize the fact that he is in no sense a competitor of the cheap-trinket dealer, but that he is supreme in his own high class. If he has a high-grade store, his advertisements should be dignified—contrasting strongly with the sensational announcements of the glass-diamond merchant. They should be free from technicalities, and in plain, convincing language appeal to one's desire for that which is permanently beautiful and valuable.

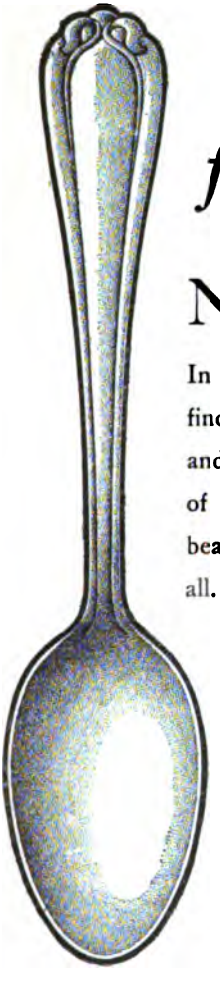
Jewelry is not only an adornment, but an outward and visible sign of prosperity and success. The man that wears cheap jewelry does so in the hope that it may be mistaken for the genuine article. In fact, the chief claim of the cheap jeweler is that his tawdry trash cannot be distinguished from

the genuine. The secondary effect of all such advertising is to emphasize the real superiority of the genuine article. By skilfully wording his advertisements, the high-grade jeweler can take advantage of these involuntary testimonials as to the value of his goods and thus obtain the business of many that might otherwise practice false economy by buying imitation jewelry. Of course, there will always be many persons that will buy cheap jewelry because they lack the means to obtain better. The high-grade jeweler could not get their trade, but he can, by judicious advertising, sell to all that can purchase goods of quality. Good jewelry advertisements should make the high cost an argument in favor of the use of jewelry as gifts; point out the feeling of regard toward the giver created in the mind of the fortunate recipient, and the permanent value of precious metals and gems as expressions of esteem. In advertisements designed to sell the reader jewelry for his personal use, it is well to bring out the idea that a good piece of jewelry is an investment. For instance, it may be stated that a diamond can be sold at any time for nearly as much as was paid for it; that a good watch is a business necessity; etc.

In recent years, there has sprung up in almost all cities, jewelry stores that do a large instalment-plan business. While these stores do not get the highest class of trade, they nevertheless secure the patronage of many that wish to own diamonds, watches, etc. and cannot pay cash.

10. First-class illustrations are desirable in jewelry advertisements if they can be made to represent the high quality of the goods advertised adequately. Artistic line drawings are the best for newspapers.

The jewelry business is naturally greatest in June and in December, when large space may be profitably used. But it will pay to advertise continuously throughout the year. Birthdays, weddings, engagements, and anniversaries occur every day. The man without a good watch needs one at once, not next Christmas. Clocks and watches wear out or need repairing every day.



Spoons for the Bride

NOTHING makes a more acceptable wedding present than spoons. In this season's productions, you can find an unexcelled combination of art and utility, and the present low price of silver places these most useful and beautiful presents within easy reach of all. We offer almost endless varieties of tea, dessert, soup, table, and special spoons, in both triple plate and sterling. Be sure to see them before deciding on a wedding present.

W. L. JASPER

30 Tracy Street

MANUFACTURING JEWELER AND OPTICIAN



FIG. 7

Display in Caslon and Caslon Italic; body in 10-point Old-Style Roman, double-leaded; Ross-stipple illustrations; designed for 2-column, newspaper space



Own a Reliable Stylish Watch

A reliable timepiece is a necessity to every man that would be punctual—and punctuality is a prerequisite to success. Modern methods of watch making enable us to offer a fine Thin-Model American-Made Watch for $15. These watches are in 14-kt. gold-filled cases, are 7-jewel movements, guaranteed to wear well and to keep accurate time for ten years. They are as handsome as watches costing $75 or $100. The cases are just a little larger than the above illustration. We know all about these watches, and can recommend them. Come in and let us tell you more about them.

W. L. JASPER

30 Tracy Street Scranton, Pa.

FIG. 9

Quentell display; body in 8-point Old-Style Roman, solid

As a rule, each advertisement should specialize on one article or line of goods. The desire for a luxury must be created, and it is easiest to do this by focusing the attention of the reader on one particular thing. Advertising and other methods of salesmanship should impress the public with confidence in the jeweler. Conservative language and reasonable offers will accomplish this result.

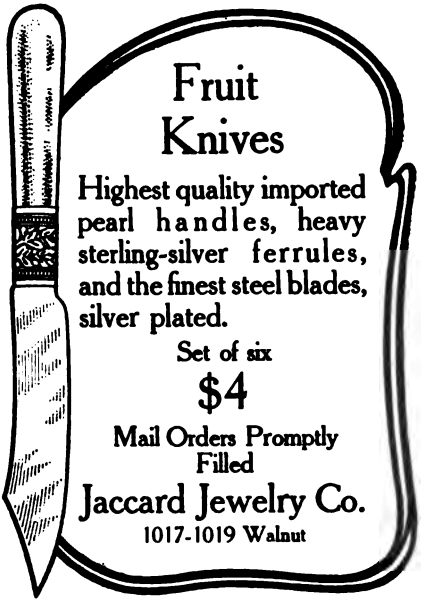


FIG. 10

Cheltenham throughout; line illustration and drawn border

11. Examples of Jewelry Advertisements.—In Fig. 7 is shown an example of an advertisement that would be appropriate for use just before the June-wedding season. It would be necessary to make a special cut for this advertisement, but the cut could be used a number of times. This is a point to be kept in mind in connection with the advertising of the small retailer, for if a cut could be used only once, the expense of making the drawing and the cut might be more than the cost of publishing the advertisement.

Even a small retailer can afford to have some special cuts, but most of them should be cuts that can be used a number of times.

Fig. 8 shows a large "wedding-season" advertisement that is full of suggestions. Fig. 9 shows the newsy kind of advertisement that a popular jeweler may use when he gets an attractive line of some special goods.



FIG. 11

8 inches, single column; headlines in 12-point Schœffer; body in 6-point Old-Style Roman, 2-point leaded; firm name in 10-point Schœffer; 75-line half-tone illustration

Advertisements of the class of that shown in Fig. 10 require the services of the artist, but by having a number of illustrations made at one time, the cost will not be great and an advertiser with an extensive trade like that of the Jaccard Jewelry Company could afford to have such special cuts made even if they could not be used a great many times. However, there are many retailers who can only occasionally afford an expense of from $2.50 to $10 for a drawing and a cut. Fig. 10 is a fine specimen of a high-grade jewelry advertisement. Figs. 11 and 12 show further suggestive specimens.

Gifts for June Brides

The perplexing question of what to give is most readily answered at Harding's. The experience of over thirty years in the selling of things suitable for gift purposes makes your selection easy, and in many instances more economical than you planned. This season finds the Harding store equipped better than ever to meet your desires. Below is but a very partial list of the many useful and beautiful wedding gifts that you may now see on display in our store.

14, 18, 22k. One-Piece Wedding Rings $3 to $20

$5 Gifts

6 Teaspoons, in case.....$5
6 Coffee Spoons, in case.....$5
Berry Spoons, in case.....$5
Gravy Ladle, in case.....$5
Cold Meat Fork, in case.....$5

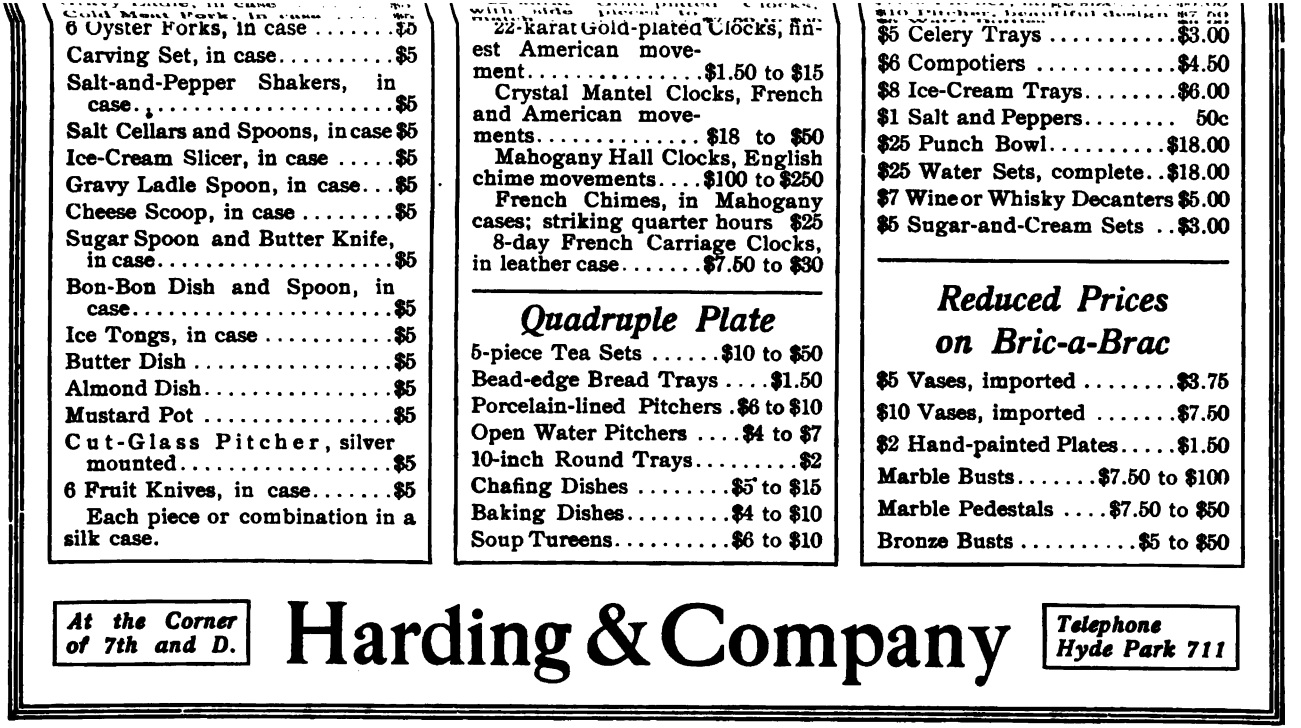
Clocks

Every movement guaranteed; styles are new, and found only at this store.

22-karat Gold-plated Clocks, with side pieces to match.....$7.50 to $35

Cut Glass

$5 Bowl, 8-inch size.....$3.00
$2.50 Dish, 6-inch size.....$1.50
$7.50 Pitcher, large size.....$5.00
$10 Pitcher, beautiful design $7.50
$5 Water Bottles.....$3.00



6 Oyster Forks, in case $5
Carving Set, in case $5
Salt-and-Pepper Shakers, in case $5
Salt Cellars and Spoons, in case $5
Ice-Cream Slicer, in case $5
Gravy Ladle Spoon, in case ... $5
Cheese Scoop, in case $5
Sugar Spoon and Butter Knife, in case $5
Bon-Bon Dish and Spoon, in case $5
Ice Tongs, in case $5
Butter Dish $5
Almond Dish $5
Mustard Pot $5
Cut-Glass Pitcher, silver mounted $5
6 Fruit Knives, in case $5
Each piece or combination in a silk case.

22-karat Gold-plated Clocks, finest American movement ..... $1.50 to $15
Crystal Mantel Clocks, French and American movements ..... $18 to $50
Mahogany Hall Clocks, English chime movements .... $100 to $250
French Chimes, in Mahogany cases; striking quarter hours $25
8-day French Carriage Clocks, in leather case ..... $7.50 to $30

Quadruple Plate

5-piece Tea Sets ..... $10 to $50
Bead-edge Bread Trays $1.50
Porcelain-lined Pitchers . $6 to $10
Open Water Pitchers .... $4 to $7
10-inch Round Trays $2
Chafing Dishes ..... $5 to $15
Baking Dishes ..... $4 to $10
Soup Tureens ..... $6 to $10

$5 Celery Trays $3.00
$6 Compotiers $4.50
$8 Ice-Cream Trays $6.00
$1 Salt and Peppers 50c
$25 Punch Bowl $18.00
$25 Water Sets, complete .. $18.00
$7 Wine or Whisky Decanters $5.00
$5 Sugar-and-Cream Sets .. $3.00

Reduced Prices on Bric-a-Brac

$5 Vases, imported $3.75
$10 Vases, imported $7.50
$2 Hand-painted Plates $1.50
Marble Busts ..... $7.50 to $100
Marble Pedestals .... $7.50 to $50
Bronze Busts ..... $5 to $50

At the Corner of 7th and D.

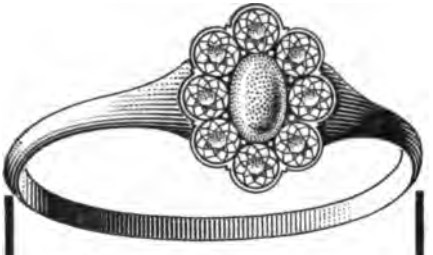
Harding & Company

Telephone Hyde Park 711

FIG. 8

§ 15 10790

Display in MacFarland and MacFarland Italic; introduction in 10-point MacFarland; triple-rule border



For Her Birthday

What could please her better than a ring with a beautiful turquoise, set in diamonds?

We have an exceptionally fine assortment of birthday stones, which we can quickly set in any ring you may select. Very pretty rings as low priced as $10 and $15.

W. L. JASPER

30 Tracy Street

FIG. 12

4 inches, single column; 3-point rule border; headlines in 30-point Schœffer; body in 8-point Old-Style Roman, solid; firm name in 18-point Schœffer

FURNITURE

12. The furniture dealer should be one of the heaviest retail advertisers. Although everybody must buy and use furniture, there are few other lines of retail business that need or will stand so much advertising. It is fortunate for the customer, but perhaps unfortunate for the dealer, that good furniture lasts a very long time. It is handed down from generation to generation or is passed along to poor relatives, all the time serving the purpose that newer or more stylish furniture might serve. People, as a rule, lack the initiative to start out to buy new furniture to replace the old, especially when the old is not useless but merely shabby or out of style. Advertising should furnish this initiative by suggesting the desirability of refurnishing the home with more beautiful and comfortable furniture, and may emphasize the economy of buying high-grade pieces. Such suggestive advertising creates business that would not otherwise exist.

13. In recent years, a number of concerns have advertised extensively to sell furniture direct from factory to consumer, and there is no doubt that they do sell thousands of dollars' worth of goods "right under the nose" of the retailer. But this does not hurt him so much as one might think. These mail-order dealers claim to sell cheaper than the retailer, and in many cases they do. But the first impulse of a prospective customer after receiving his catalog and price list is to go to the retailer's and price the same or similar goods to see if the mail-order dealer's price is really low. If the retailer is a good salesman, he should be able to prevent this business from going out of town and to get it himself, by pointing out that freight and cartage will raise the cost of the mail-order dealer's goods; that one cannot tell from a picture how well furniture is upholstered or finished; and that the customer is safer in buying from a local dealer that stands back of his goods, and that can quickly deliver at the door of the customer the goods that he has seen and selected.

There is no doubt that mail-order advertising furnishes the needed suggestions to many persons that finally purchase of the retailer goods they would not have thought of purchasing at all if they had not read the advertisements. But this idea of buying by mail is becoming very popular, and to protect his interest and hold his trade, the retailer must advertise. The business done by the mail-order dealer should furnish the retailer with an object lesson. The retailer should therefore cover the surrounding country well. Country people need new furniture as well as city people; and if they are informed that they can get as good furniture in a near-by city as they can get from the mail-order houses, they are likely to come to town and to go straight to the retailer that advertises for their trade. Country trade is usually cash trade and good trade. If Farmer Jones buys a new rocking chair, all the neighbors soon learn where he bought it and how much it cost, and such advertising by customers is the very best kind.

14. Furniture advertising should be continuous, but seasonable. Much of it should be directed particularly to women or young married couples just furnishing homes. Except in connection with special sales, it is best to advertise only one kind of furniture at a time. Good illustrations are necessary. First-class line cuts of the articles advertised should be used, or coarse-screen half tones if the paper can print them satisfactorily. Cheap illustrations that do not truthfully represent the advertised article are worse than none at all.

The advertiser of furniture should learn a great deal about the value, durability, and beauty of different kinds of woods and finishes. He should become acquainted with the various methods of manufacturing, so as to be able to explain clearly why certain kinds of construction and workmanship are superior to others. He should become informed on furniture history, so as to be able to explain entertainingly, the revival or modification of certain styles. A woman thinks more of a Chippendale or a Sheraton piece when she knows

what it is. The advertiser should learn what kind of furniture is appropriate for different homes and rooms, so as to be able to assist customers in making proper selections. A little of this kind of information is as interesting in advertisements as in oral salesmanship. When he has informed himself on the artistic furnishing of dining rooms, dens, libraries, and parlors, in his advertisements of furniture for such purposes, he can offer to suggest schemes of room treatment. Another good plan is to make up and advertise lists of complete outfits for a new home ranging in price from $150 to $500. This scheme is especially valuable to instalment dealers. Young couples do not always know exactly what they need, and will call and find out what the list contains.

Furniture advertisements should always give concise but complete descriptions of the material and workmanship of the article advertised. Appearance, comfort, durability, rare wood, superior workmanship, price—these are all important selling points.

Undoubtedly the furniture advertiser should, as a rule, address himself more to women than to men. It is true that certain classes of furniture are sold to men exclusively, and it is also true that man and wife often shop together, but it is usually the woman on whom the first impression is made.

The ad-writer may profitably study the full descriptions given in the magazine advertisements of the mail-order dealer. Advertisements of furniture for wedding and Christmas presents should be inserted as early as May and November, respectively. Good furniture is expensive and people need time to make up their minds about getting it.

The attractive booklets issued by furniture manufacturers can be used to advantage. In fact, the retailer may find it profitable to get up a catalog or a booklet of his own.

15. Examples of Furniture Advertisements.—The advertisements shown in Figs. 13, 14, 15, 16, 17, and 18 are of sufficient variety to make plain the principles of good



Longfellow Rocker

The dull finish and severity of outline of this chair make it an ideal piece for the library or den. It is strongly made of solid oak with a Spanish leather seat. The sweep of the rockers, height of the arms, and the tilt of the back combine to make it inviting and comfortable. We have it in golden, weathered, or Flemish oak. $5

R. M. HOLME & CO.

187 Tilford Street

FIG. 13

5 inches, single column; 6-point rule border; headlines in 24-point Jenson; body in 8-point Old-Style Roman; firm name in 12-point Jenson

Old Hickory Porch Chairs



Andrew Jackson Rocker

NO furniture in its material, appearance, and design is in such perfect harmony with what a porch should be, as our line of "Old Hickory." Built of this strongest of our native woods, its pieces simple yet thoroughly comfortable, it carries you back, by its subtle suggestion, to the brave, plain, rustic life where men and women live in the closest sympathy with nature.

Why not make your porch a genuine "OLD HICKORY" one this year? This furniture is remarkably cheap. Chair like one shown in illustration, only $3.25. Set consisting of settee and three chairs—all different models—$19. Come in and see our artistic line of "Old Hickory."

D. B. Baker Furniture Co., Cortland

FIG. 14

Jenson display; Bowman border; line illustration



The New Sanitary Desk

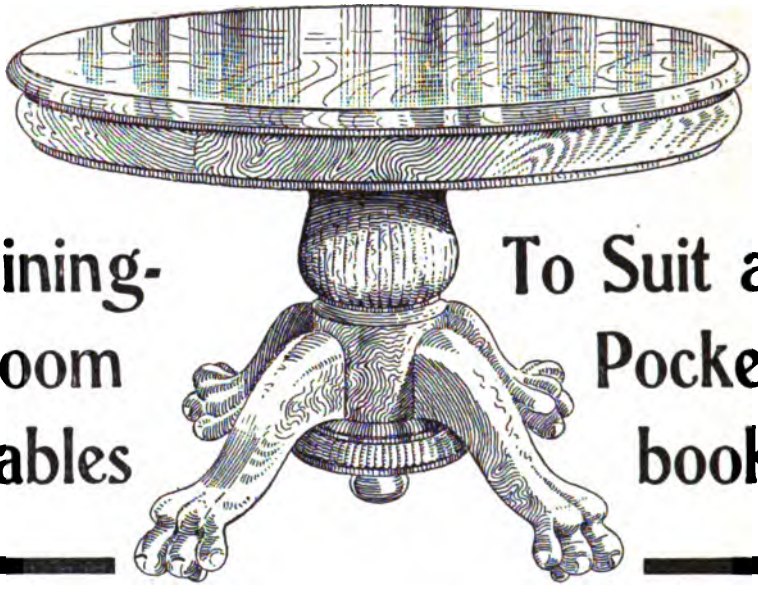
The illustration shows one of our modern Sanitary Desks, which is specially commended for its simplicity, strength, and refinement of design. No more distinctive piece of office furniture in existence. The construction is worthy of note. Body of desk 8 inches above floor; no chance for unhealthful dirt accumulation. We call special attention to the legs, which are constructed in four sections, mitered and tongued, leaving a hollow center for electric wiring and showing the full grain of the wood on all sides. Built of heavy oak. Choice of either natural (light) or dark finish; both in dull wax. Price, $50.

Flat-top Desks, Tables, and Chairs are also shown in styles to match this as well as several other designs.

WOOD & BOREN, Market Street

FIG. 15

Old-Style Antique throughout; line illustration



Dining-Room Tables

To Suit all Pocket-books

This Polished-Oak 8-Foot Extension Table

Has 4-foot round Quartered-Oak top; finely molded rim; carved claw feet and heavy fluted pedestal. It is thoroughly well-made of seasoned lumber. Absolutely the best table in the market at the price **$27.50**

This table with a 10-foot Extension **$31**

For a lower price, we have a polished-oak 6-foot Extension Table, with deep rim and round pedestal, nicely turned . . . **$10.50**

Other round Dining Tables from . . . . . **$6** to **$175**

WOOD & BOREN, Market Street

FIG. 17

Schœffer display; 12-point and 8-point Old-Style Roman body type

Beautify Your Dining Room

NOTHING adds so much to a dining room as a handsome sideboard or china closet. It's probably just what you need to make your dining room complete. Here's your opportunity. The following described pieces of furniture are made by a Michigan manufacturer celebrated for the careful construction and superior finish of his product. To see them is to buy.

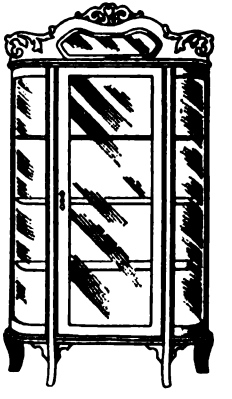


Stylish Sideboards

Made of nicely figured oak in beautiful golden finish, highly polished; base 22 in. deep, 4 ft. long; double-door compartment at the bottom, large linen drawer in the center and two small drawers at the top, one being lined for silver; reflecting mirror in top is 18 x 30, neat carving on the extreme top; regular price $28; price this week **$22**

China Closets

Just like the picture; made of oak in golden finish; bent glasses in each end, has four spaces for china or glassware; the upper panel has a reflecting mirror and there is a bevel mirror at the top gallery back; a bit of carving at the top; a particularly nice piece; regular price $25, but we will take your order for one any day this week at the special price of **$17**



Oak Dining Chairs



Oak diner, upholstered in genuine leather. Flat, well-stuffed seat, without springs, put in with heavy bronze tacks; will not sag. Constructed with a view to endurance; made of quarter-sawed oak, finished in dull wax—a style now very popular. The model illustrated here is a handsome one; we have an even plainer model of the same quality and finish. Price of the style shown in illustration **$3.50**
Set of 6 of this style, $20.

Side or Serving Tables

Same as this picture; made of extremely pretty quartered oak; highly polished golden color; dimensions, 40 in. long and 20 in. deep; top in fancy shape in front; two drawers, one being plush-lined; display shelf at the bottom; claw feet; wood-carved image on the gallery back; regular price is $13.50; our price this week . . **$10**



Complete dining-room sets from $50 up to $250. We particularly invite engaged and newly married people to come in and see these. Our line of wax-finish oak is unusually good. See displays in our windows all this week. We sell both for cash and on the instalment plan. Free delivery within 25 miles.

Telephone Exchange 10

Wood & Boren

Market Street

FIG. 16

§ 15 10790

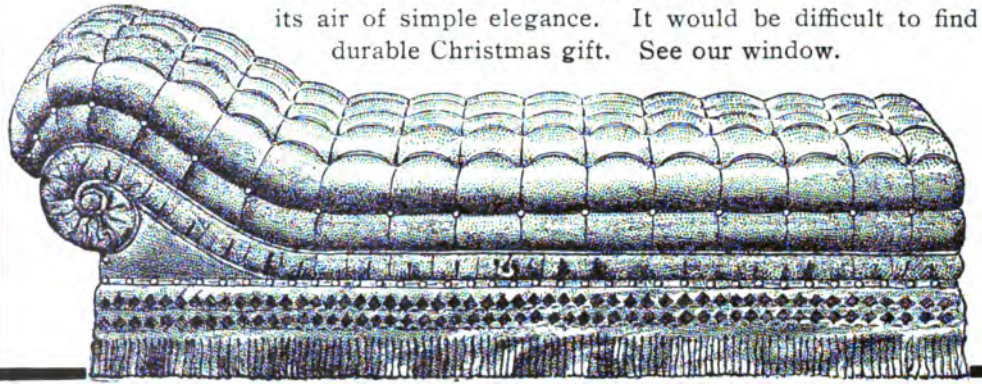
23

205—23

Leather Turkish Couch

There is a suggestion of restful ease about a Turkish couch that makes it a very desirable addition to the furnishings of a library, sitting room, or den. In case of an emergency, it will make a comfortable single bed. Our genuine leather couches are both handsome and comfortable.

The style illustrated comes in deep green, brown, or russet leather, biscuit tufting. Finished in leather all around, making it reversible. A couch of this grade will last a generation and still give service. Remember, it will not fade like a cloth-covered couch, but will retain its air of simple elegance. It would be difficult to find a more appropriate or durable Christmas gift. See our window.



$50

Other styles at other prices.

R. M. Holme & Company

FIG. 18

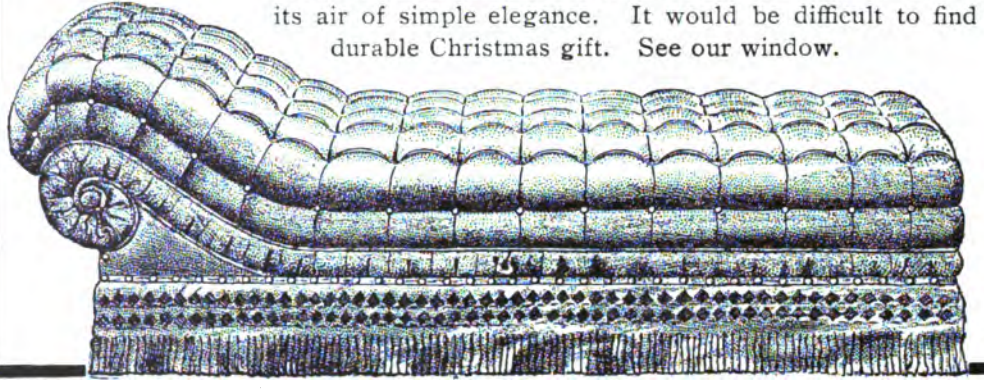
23

235—23

Leather Turkish Couch

There is a suggestion of restful ease about a Turkish couch that makes it a very desirable addition to the furnishings of a library, sitting room, or den. In case of an emergency, it will make a comfortable single bed. Our genuine leather couches are both handsome and comfortable.

The style illustrated comes in deep green, brown, or russet leather, biscuit tufting. Finished in leather all around, making it reversible. A couch of this grade will last a generation and still give service. Remember, it will not fade like a cloth-covered couch, but will retain its air of simple elegance. It would be difficult to find a more appropriate or durable Christmas gift. See our window.



$50

Other styles at other prices.

R. M. Holme & Company

FIG. 13

furniture advertising. The ad-writer must, of course, adapt his style to his audience. What would be appropriate for a high-grade store in Boston or some other large city might not be the most effective style for a country town of 2,000 population. Also, the offers of a cash store will differ from those who make a feature of the instalment plan of payment.

SHOES

16. Next to clothing, in the amount of retail advertising, comes shoes, and they should be advertised for the same reasons that apply to clothing. Many persons own only one pair of shoes at a time. Through advertising, such persons may be induced to purchase extra pairs for dress occasions. Those who have been in the habit of buying $3 shoes may be influenced, by advertising, to buy $5 shoes. Judicious advertising not only enables one dealer to meet the competition of another, but actually increases the cash receipts of both, because it induces people to buy more or better shoes.

The chief selling points of ready-made shoes are style, wear, and price. Fit is of secondary advertising value, as any one with a normal foot can be fitted in the modern shoe store.

The chief selling point of the custom shoemaker's advertisement, however, should be fit. Few persons have shoes made to order except those whose feet are abnormally shaped, or who are troubled with corns, bunions, or other foot troubles. A strictly hand-made custom shoe will, as a rule, wear longer than all but the highest-priced ready-made shoes. This point may be advertised as justifying the additional cost of made-to-order shoes.

Within recent years several shoe manufacturers have, through newspaper and magazine advertising, built up successful businesses, supplying shoes direct to the customer by mail or through their own local stores. To meet this competition, the retailer must advertise continuously and must use good copy. The advertisements and booklets of



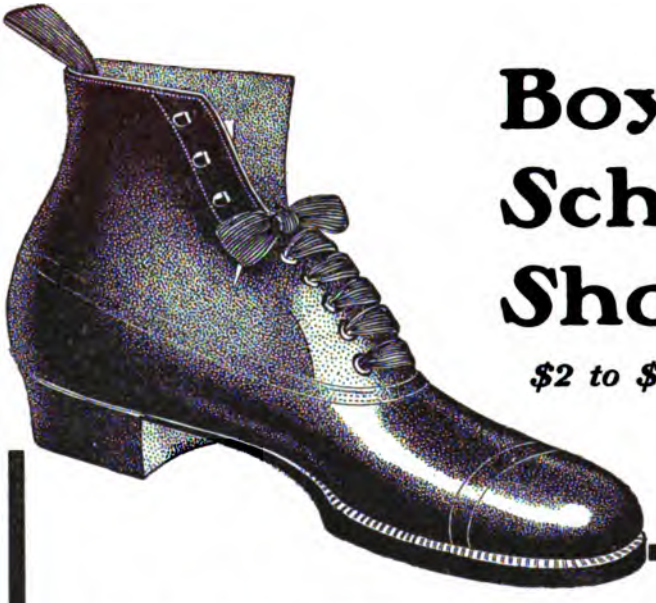
French Walking Boots

NO other modern design so fully meets *all* the requirements of the ideal ladies' shoe. It is an unequaled combination of style and fit, shapeliness and comfort. The high but broad heel, arched instep, and slightly mannish finish make it *the* swell boot for the street. $4 a pair.

MacDonald & Collins
120 Washington Ave.

FIG. 19

4 inches, double column; 6-point parallel-rule border; headlines in 30-point Powell; body in 12-point Old-Style Roman; firm name in 18-point Powell; illustration made from Ross-paper drawing



Boys' School Shoes

$2 to $2.50

These shoes for boys don't rip, because they have no seams at the places where boys' shoes usually rip. They're made on a different plan from other shoes, so that they are practically seamless. When you get hold of a boy's shoe that can't rip, you've taken a long step in shoe economy. These shoes are made of good, stout, wear-resisting leather, and are strongly sewed. They're made for boys that are "so hard on their shoes," yet they're dressy enough for church or Sunday-school wear.

They have genuine oak-tanned soles, will wear as long again as the bargain-counter variety, and will always look neat and feel comfortable. $2 to $2.50, according to size.

Jones & Sheerin

Cor. Main Street and Delaware Ave.

FIG. 20

6 inches, double column; 6-point border; headlines in 30-point Post Old Style; body in 10-point Old-Style Roman; firm name in 24-point Post Old Style

the mail-order dealers are, as a rule, very well written, and offer many suggestions for good retail copy.

As a general rule, an advertisement of a single variety of shoes will pay better than a general advertisement containing a price list of several varieties; but, of course, advertisements of special sales may include a variety of offerings.



FIG. 21

Top display, 14-point Post Old Style; body in 8-point Old-Style Roman, solid; 8-point plain-rule border

17. Examples of Shoe Advertisements.—In Figs. 19, 20, 21, and 22 are shown examples of shoe advertisements that set forth the principles of shoe advertising. In the advertisement shown in Fig. 21, the half-tone is rather too fine for stereotyping, but it would give satisfactory results if

The Perfect Storm Boot

It's worth your while to note the exceptional features of this Regal Storm Boot.

Over 11 inches in height.

Uppers made entirely of the best English Oil-Grain leather.

Built to keep out cold and moisture.

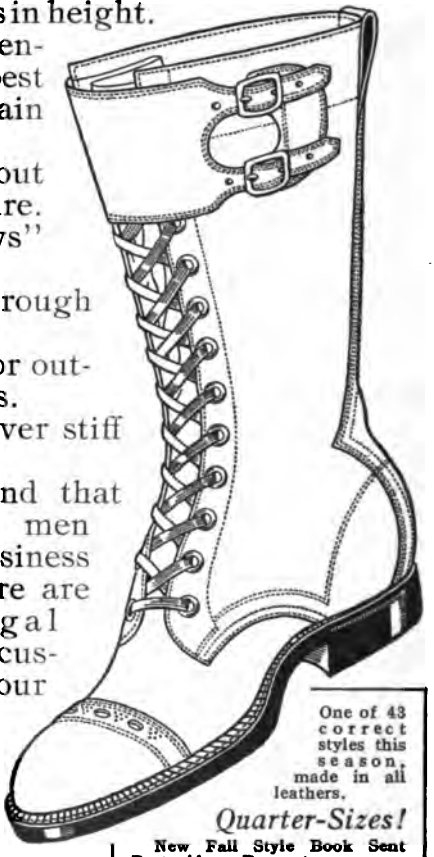
"Full Bellows" tongue.

Triple sole through under the heel.

Worn inside or outside the trousers.

Stout, but never stiff or cumbersome.

Style—the kind that pleases college men and young business men. And there are 42 *other* Regal models, newest custom styles, for your inspection.



One of 43 correct styles this season, made in all leathers.

Quarter-Sizes!

New Fall Style Book Sent Postpaid on Request.

$3.50 and $4.00

Custom Specials, $5.00

Mail Orders Promptly Filled

REGAL SHOES

FOR MEN AND WOMEN

MEN'S STORES
732 Chestnut St., Cor. 8th St.
1218 Market Street
S. E. Cor. 8th and Race Sts.
(This Store open evenings)

PHILADELPHIA

WOMEN'S STORE
1218 Market Street

FIG. 22

printed direct on good news stock. As the cut was mounted on a square block, it was necessary to mortise the top so as to let the word "women" come down to the position shown. Fig. 22, which is a specimen of the Regal Shoe Company's retail copy, is a fine example of shoe advertising.

GROCERIES

18. Selling Points of Groceries.—Women are the buyers of groceries, and the advertisements should be so written as to interest women. A grocer can do nothing more disastrous than to advertise an article of poor quality. The chief function of retail advertising is to attract new customers to the store, and the grocer should advertise only what will please the new purchaser and tend to make her a permanent customer; occasionally it may be advisable to advertise fancy groceries like preserves, cocoa, imported cheese, etc. As such advertisements appeal only to people of means, who want the best in everything regardless of cost, quality should be the chief selling point. But everybody, rich or poor, must have staple, ordinary groceries, and, generally speaking, these goods are the best kind to advertise. The price argument is the one that appeals most strongly to the thrifty housekeeper, who naturally desires to purchase the necessary articles of food at the lowest prices consistent with proper quality.

19. The article should be seasonable, the description appetizing, and the name and price prominently displayed. No one cares to be told what every one already knows, and in all kinds of advertisements of more or less familiar things, only *the points of difference* should be brought out: why the article advertised is more desirable or cheaper than the ordinary kind. This applies especially to staple groceries. On the other hand, advertisements of fancy groceries, fruits, etc. should appeal to the imagination by description of the taste, color, fragrance, or healthfulness of the article advertised.

Grocery advertising offers great opportunity for good descriptive writing. The advertisements may tell about the butter fresh from the farm every day, the fresh eggs, the pure maple syrup, etc. Purity and freshness are qualities

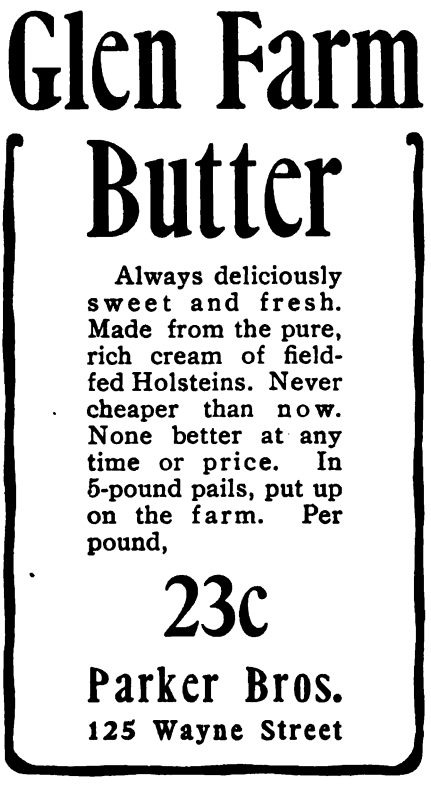


FIG. 23

4 inches, single column; 6-point Bowman border; headlines in 48-point Howland; body in 10-point Old-Style Roman, solid; firm name in 18-point Howland

that appeal strongly to the palate. The cleanliness of the store is a point that will support the advertising strongly. Sometimes, in grocery advertisements dealing with a number of items, very little descriptive copy is needed—just a word or two about the freshness, the quality, the flavor, etc.

Parkmill Flour

After ten years' experience in the grocery business we can honestly say that this is the best all-around flour we have ever sold, and we do not believe it can be equaled in this city at the price.

Makes Better Bread

and more, too, than any other flour you can get for the money. It is made especially for us from selected spring wheat. We sell an average of 350 barrels a month, which means that Parkmill Flour makes and holds friends. We don't make much on it at the price, but it is our best advertisement. After you try it, you will understand why our customers will take no other brand. Per 49-lb. sack - - - **$1.35**

Parker Bros., 125 Wayne St.

FIG. 24

6 inches, double column; 12-point Caxton border; headlines in 54-point De Vinne; body in 12-point Old-Style Roman, solid; central display in 24-point De Vinne; firm name in 24-point De Vinne

A Good Summer Drink

Every Summer sees a marked advance in the popularity of iced tea as a hot-weather beverage. Last year the increase in its use was phenomenal. Already this season many of our friends are asking what is the best tea for icing. To this the answer is unquestionably

CARICOL BLEND

Is the Tea That's Best for Icing

Iced Caricol is one of the best Summer drinks we know. It's invigorating. It's refreshing. It's economical. Caricol is a combination of five high-grade teas, blended by a superior method. These teas are tender young leaves of first pickings, full of the natural virtues of the plant. When iced, Caricol has none of the herby or acrid tang so common in some teas.

It's truly delicious and wholesome, a genuine thirst-quencher and tonic. And for such an excellent tea the price is extremely modest.

34c a pound
5 pounds, $1.60

Martindale & Company
Teas, Coffees, and Groceries
10th & Market Sts.

FIG. 25

Headline in Condensed Woodward; central and lower display in MacFarland

It is often extremely difficult or impossible to describe flavor. In such cases, the writer should emphasize the high quality.

A careful housekeeper will go far out of her way to save 5 cents on a gallon of molasses or 3 cents on a pound of coffee, or to procure choice pineapples for canning or some



FIG. 26

Display in Courts

appetizing cheese for an afternoon lunch. Owing to the prevalent custom of calling for and delivering grocery orders, the housewife is not obliged to buy of the nearest grocer, but may choose from a dozen or more. Advertising enables the grocer to hold his old customers and to attract new ones. It can be made to force the sales of the more profitable lines of fancy groceries and to move quickly a stock of

Imported Delicacies

From France, England, Germany, Russia

If a peculiarly attractive table delicacy is a success at home, foreign food-packers send it to the United States.

You can usually get these imported delicacies at any high-grade grocery store, but it is very rare that you get them at such prices as those given below. It is another of the saving features of the Lownes Pure Food Store.

French Marrons—In brandy or vanilla syrup; 75c. bottles at **60c.**

Maraschino Cherries — Lenox, new pack; 75c. large bottles at **60c.**

French Block Sugar—25c. package containing 2½ pounds at **18c.**

Le Soleil Peas—Extra fine; regular 25c. cans at **18c.**

French Peas — Jules Fastier's 45c. glass jars at **35c.**

Stringless Beans—Jules Fastier's 35c. glass jars at **28c.**

Spanish Peppers — Pimentos Marrons; 25c. cans at **18c.**

French Carrots—Le Comte Brand; small carrots for garnishing; 25c. cans at **18c.**

Mushrooms—Extra quality; small buttons; 35c. cans at **30c.**

Hotel Mushrooms—Pieces and stems; 25c. cans at **20c.**

Sardellen—Schmidt's; regular 45c. medium cans at **35c.**

Bratwurst Frankfurters—Gustav Amandus; 4's; 35c. cans at **30c.**

Scotch Herring—Maconochie's; in tomato sauce; 18c. cans at **14c.**

Caviar—Prime Russian; **$1** cans at 75c.; 50c. cans at **40c.**

Channel Mackerel — Edgar's English pack; 25c. tall cans at **20c.**

Hamburger Eels—Schmidt's; pickled or smoked; 25c. cans at **22c.**

Boneless Sardines—Boudet pack; ½-size; 25c. cans at **18c.**

Worcestershire Sauce—Lea & Perrins; 25c. bottles at **20c.**

Estragon Vinegar — Alphonse Pinards; 35c. ring bottles at **28c.**

East India Chutney—Major Grey's Bombay; 75c. large bottles at **60c.**

Cepes—Brochette & Co.'s natural pack; 25c. cans at **20c.**

Lownes Brothers : **Lackawanna Ave. Corner of Spruce**

FIG. 27

Display in Powell; side heads in Old-Style Antique

perishable fruits or vegetables. It makes it possible for the grocer to create a lasting trade in some special brand of butter, coffee, or flour of which he may have the exclusive sale. The profit on such an article may be very small, but if it attracts or holds customers, it is a valuable asset.

Illustrations are seldom required in grocery advertisements, but in some cases their use is very effective. This is especially true in the case of a trade-mark cut used in the advertisement of some exclusive-sale article.

20. Examples of Grocery Advertisements.—Figs. 23, 24, 25, 26, and 27 are written and displayed in a style suitable for a grocer. It is a good idea for a grocer to adopt one style of border and type for his advertisements, so that people may readily find his announcement. The grocer should be able to get along very well in most cities with a 4-inch, single-column advertisement each day, using larger space for a special sale or to advertise some brand such as that advertised in Fig. 24.

RESTAURANTS

21. In all but the largest cities, advertising should be a paying investment to the restaurant proprietor. As long as people must eat away from home, and as long as they may choose between different restaurants, there will be competition. The easiest way to meet and overcome competition is first to have a first-class restaurant and then to advertise judiciously.

The ideal that many have of good cooking is "the way mother used to do it." People do not, as a rule, eat at restaurants out of preference, but because they cannot go home to eat. Therefore, the restaurant that is most homelike in its furnishings, its service, and its cooking, is the one that will be the most popular, provided the public is told all about it through advertising. However, there is a class of people who will go to the exclusive, high-priced restaurant simply because of the unusual service, the music, etc., and

the restaurant of this class must make a different kind of appeal. There are three classes of restaurant patrons: first, regular and weekly boarders—persons that live in rooms and take all their meals out; second, business men and women, residing in the suburbs, who eat only their midday meals in town; and, third, transients, who buy but one or two meals, and who have never eaten there before and may never eat there again.

The restaurant proprietor can well afford to cater to those of the first class. They are dependable, come whether it rains or shines, and induce their friends to join them temporarily or permanently. They get acquainted with one another, and eating with acquaintances makes one feel more at home. Eating a meal in a restaurant full of silent strangers is very much like dropping a half dollar into a slot machine and receiving so much "fuel" to be used in "keeping up steam."

The restaurant proprietor should make his price for weekly board as low as possible and advertise to obtain the patronage of regular boarders. The advertisement should draw mental pictures of the homelike atmosphere, the wholesome food, the variety of the bills of fare, the convenience of the location, etc. There is opportunity for first-class description when writing about juicy, broiled steaks, toothsome pastry, rich coffee, etc.

In smaller cities, where the restaurants may be profitably advertised, the midday meal is the principal one, the one most likely to attract business people and transients. Price, quick service, and the fare should be the chief selling points of advertisements designed to attract these classes of customers. The space used may be anywhere from 1 inch to 4 inches, and the insertions daily, every other day, or twice a week, the expenditure for advertising varying according to the time of year, the capacity of the restaurant, and the cost of space.

22. Examples of Restaurant Advertisements. Figs. 28, 29, 30, and 31 show several suggestive restaurant advertisements.

Fig. 28 shows a 1-inch advertisement of about the style that would be used by a restaurant in a rather large city where space is expensive. Note the strong display obtained in the small space.

21 Meals $4.50

Everything wholesome and digestible, our own pastry, variety and frequent change in fare, homelike atmosphere, music, electric fans. Breakfast or supper, 25c.; dinner, 35c.

Latour's 10 Second Floor Park Street

FIG. 28

1 inch, single column; headline in 24-point De Vinne; body in 6-point Old-Style Roman, solid; firm name in 18-point De Vinne

Fig. 29 shows an advertisement of a restaurant somewhat higher priced and a higher grade than the one advertised in

Four-Course Dinner, 50c

Home-made pastry. Pure milk. Excellent tea and coffee. Superior cuisine and service. Special tables for ladies. Clean, cool, and quiet. Extras today: spring duck, apple dumpling.

THE NASH

OPPOSITE POST OFFICE

FIG. 29

2¼ inches, single column; parallel-rule border; headlines in 18-point De Vinne; body in 8-point Old-Style Roman, solid; firm name in 18-point De Vinne

Fig. 28. By using a light, open border and a medium-heavy display type, an air of refinement is given to the advertisement.

The advertisement shown in Fig. 30 is not much more than a publication of a bill of fare, but as the bill of fare is

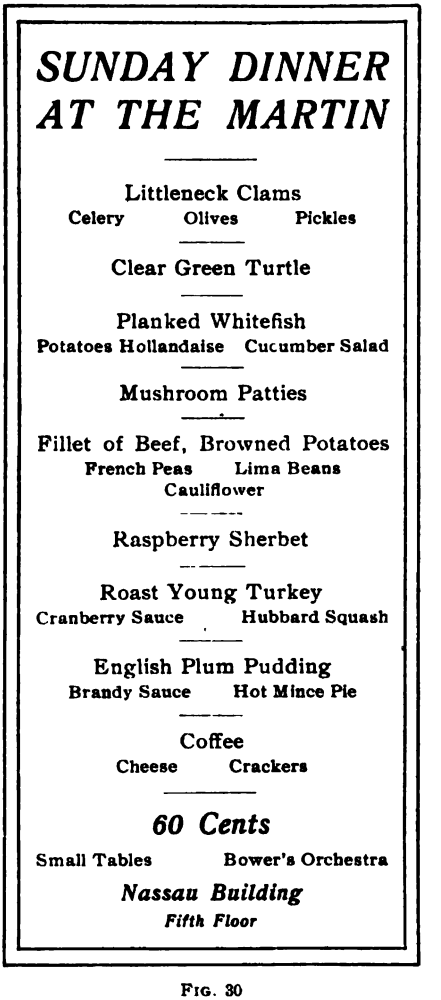


FIG. 30

Display in MacFarland Italic; body in 8-point and 6-point Old-Style Roman

the subject of most interest to readers of restaurant advertisements, this style of copy can be made very effective. It

is particularly appropriate in the advertising of Sunday, Thanksgiving, Christmas, and other special dinners.

Fig. 31 shows an advertisement of a saloon and restaurant advertising under the more elegant name of café. Such places usually give excellent meals for the price asked. The proprietor expects, and not without reason, that the patron will purchase one or two drinks or cigars after his lunch, so



FIG. 31

2 inches, single column; 6-point border; headlines in 18-point Quentell; firm name in 18-point Quentell; address in 8-point Quentell; body in 8-point Old-Style Roman, 2-point leaded

that, in order to attract customers, he can offer eatables almost at cost.

In some cities, the newspapers run a classified department of restaurant advertisements, in which small advertisements can be profitably inserted.

LAUNDRIES

23. The modern city laundry, with its washing, drying, and ironing machines, requires a considerable volume of business in order to make fair profits. But its facilities are such that it can easily handle two or three times the amount of work required to pay expenses. A laundry running at full capacity is a profitable business, but it is likely to have

strong competition. The best way to hold old customers is to treat them well; the best way to get new customers is to advertise the good treatment that they and their linen will receive. There is a popular notion that a laundry is a good place to send collars, cuffs, and shirts to be laundered, because of the superiority of the machine starching and ironing, but that laundry work wears out clothes quickly and that, compared with home washing, the cost is higher. There are many other objections to the methods and work



FIG. 32

Schœffer display; parallel-rule border; body in 8-point Old-Style Roman, solid

of poor laundries. The enterprising proprietor should first do the work right, and then advertise his ability and intention to continue doing it right.

24. The advertiser should exploit the fact that his new method of ironing collars and cuffs absolutely does away with the saw-like edges characteristic of the ordinary machine laundry; that worn wristbands and neckbands will be replaced at nominal charges; that he uses nothing in the way of chemicals that will injure clothes; that he calls for and delivers work promptly; that he can execute rush orders in

emergencies; and so on. Such advertising, however, is directed chiefly toward the "collar, cuff, and shirt" trade. People are likely to send these three classes of linen to some laundry—whichever is the best.

There is a great opportunity for good advertising in educating people to the notion of sending the entire family washing to the laundry. The housewife's chief objections to this plan are the cost and the wear on the clothes. Arguments that will overcome these objections and point out the advantages of laundry washing over home washing will make the advertisement effective. Regarding the matter of



FIG. 33

Schœffer display; Magazine border; body in 10-point Old-Style Roman, solid

wear, the advertisement should explain that the improved machinery with which the laundry is equipped obviates the necessity of rubbing, or the possibility of tearing the clothes; that machine ironing is better and more even than hand ironing for plain materials, and does not scorch nor tear them; that plenty of filtered water is used in washing the clothes. As to the matter of cost, figures and results may be compared. The usual charge for family washing at the laundry is 5 cents a pound for washing and ironing all plain pieces, 75 cents a dozen for washing and ironing such pieces as cannot be ironed on the machine. The cost of

family washing and ironing done at home will amount to about $1.75, allowing $1 for the washerwoman's day's wages, and the remainder for soap, bluing, and coal, the washerwoman's dinner, and the wear of implements. It should not be a very difficult matter to demonstrate to the housewife that, even at a slightly higher cost, it is better to have the washing done at the laundry and thus be rid of the annoyance and discomfort of home washing.



FIG. 34

Display in Schœffer and De Vinne; Bowman border

The tendency of modern housekeeping is to solve the servant-girl problem by the elimination of all such laborious tasks as washing, scrubbing, etc. A great many women prefer to do without a girl if they can avoid hard and disagreeable labor. The laundry man that recognizes this trend and makes it easy and economical for the housewife to do her own housekeeping, will build up a permanent business among a desirable class of customers.

Another special feature that may be brought out in the advertisement is the care and skill with which difficult work is executed at the laundry. Lace curtains, shirt waists, white vests, duck suits, and fancy underskirts are seldom done up

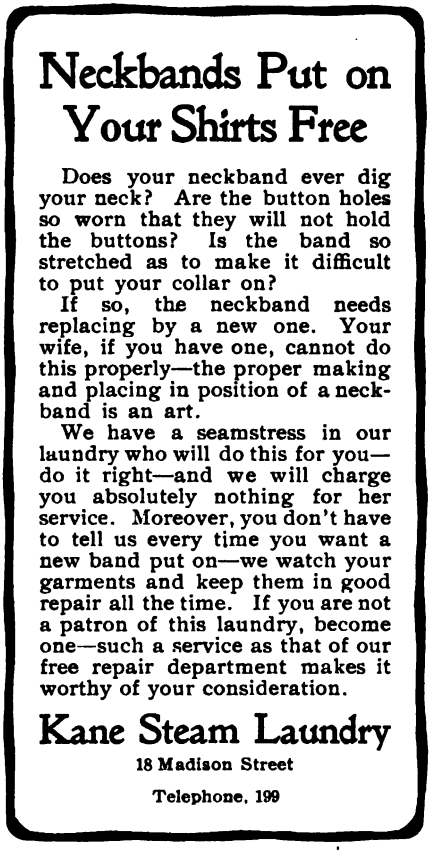


FIG. 35

Jenson display; body in 8-point Old-Style Roman, solid; Bowman border

satisfactorily by the washerwoman. Particular housewives usually try to do this work themselves, and will not think of entrusting it to the laundry unless invited to do so in the advertisements. Generally speaking, people have somewhat

narrow views as to the possibilities of the laundry. Varied and continuous advertising will give them broader knowledge of, and greater confidence in, the superior advantages of laundry work.

From 2 to 4 inches two or three times a week should be ample space for a laundry of ordinary capacity. Circulars or booklets sent out with the goods supplement the other advertising strongly. Appropriate illustrations are desirable but not essential. Of necessity, they can only serve as eye catchers or suggest the excellence of the work. Plain convincing arguments, businesslike requests for patronage, and good display are the chief essentials of effective laundry advertisements.

25. Examples of Laundry Advertisements.—Figs. 32, 33, 34, and 35 offer a few suggestions for laundry advertisements.

CROCKERY

26. Women are the buyers of china and glassware, and crockery-store advertisements should suggest to them the necessity of replenishing their supply of tableware or the desirability of beautifying the home with lamps, bric-à-brac, cut glass, etc. In advertisements designed to sell the ordinary and necessary varieties of tableware and kitchen utensils, price should be the chief selling point and quality a strong second. In advertisements of luxurious furnishings, quality should be the chief selling point, strengthened by appeals to the housekeeper's pride of having dainty furnishings and her natural desire to make the home attractive.

Styles in fancy crockery are likely to change, and the necessity of moving goods of waning popularity will often give the dealer opportunity to offer some genuine bargains in high-grade articles, when, of course, price will be prominent as a selling point. The dealer should have one or more bargain tables for disposing of these, and add to the interest of his bargains by selling now and then at cost, some new thing. Like all others, the crockery business has

its busy and its dull seasons; only in few lines of retail trade is it so easy to maintain a steady demand by continuous advertising.

During the holidays, cut glass, bric-à-brac, fancy lamps, fine china, dinner sets, etc. are the things to advertise. In the spring, when every housewife is either cleaning house or moving, common ware and kitchen utensils should be given first place. It is the time of home inventory, as it were. The housekeeper discovers what dishes or utensils are missing or worn out, and advertisements that suggest a replenishment of her stock will be effective.

In both spring and fall, many young couples begin housekeeping, and advertisements for complete sets of china, kitchen outfits, ordinary lamps, etc. are in order. The crockery dealer always comes in for his share of June wedding-present sales if he asks for it. The advertisements at this time should be similar to those used during the holidays, but should dwell especially on articles likely to be prized by the young housekeeper. Suggest such presents as a set of dainty ice-cream plates or salad plates, a cut-glass pitcher with half a dozen tumblers, etc. People go to housekeeping at all times of the year, and dishes and kitchen utensils break or give out every day, so it is the dealer's own fault if he does not keep his clerks busy by continuous advertising.

27. Fine china or glassware cannot easily be represented in a newspaper illustration. When illustrations are to be used, articles having strong but beautiful outlines should be selected. For instance, it is almost impossible to illustrate a fine Haviland china plate in a newspaper, but an odd-shaped teapot or an artistically arranged group of pieces may be represented satisfactorily. Illustrations for this class of advertising must be bold and of fair size.

In Fig. 36 is shown an example of a crockery-store advertisement. The open-stock idea brought out in this advertisement is a strong one where the china is of a grade that many can afford only by buying a little at a time.

Open Stock Dinner Sets

Before buying her china, the young housewife should consider the advantages of open-stock patterns. We have three such patterns in beautifully decorated genuine French china, a full set (116 pieces) of which sells for only

$50

Because it is an open-stock pattern, you can buy $10 worth or $25 worth at a time, as you see fit. If you break any piece, it can be quickly replaced, and you can always keep your set complete. We can't explain in an advertisement how dainty and pretty these sets are. Come in and see them for yourself.

Millicent & Co.
Ninth & Main

FIG. 36

6 inches, single column; 6-point border; headlines in 24-point Blanchard Condensed; body in 10-point Old-Style Roman, 2-point leaded; firm name in 18-point Blanchard Condensed; address in 12-point Blanchard Condensed

BANKS

28. The aim of bank advertising should be to encourage the opening of an account, however small, and frequent, steady additions thereto. It is not the interest paid by the banks that enables poor people to become wealthy, but the habit of saving. There are so many things that a man wants that when he receives any considerable amount of money, the tendency is to gratify his wants. Savings-bank advertisements must teach the advantages of self-denial and of abstinence from the transient pleasures of the hour for the sake of the substantial comforts of the coming years. The tendency of "young America" is to live from "hand to mouth," to spend all or a little more than he earns, to live the life of the man he wants to be rather than the man he is. The savings-bank advertisement that convinces a young man that the road to riches lies in spending a little less than he earns, is doing him and his country a great service, and, incidentally, is building up its own business. There are a multitude of good arguments that can be brought out in bank advertisements as to the advantages of systematic saving.

The young man earning a small salary should save in order that he may have something on hand for times of sickness, loss of work, or any other emergency; especially if he has, or expects to have, others dependent on him. A little money put away each month will be sufficient to pay premiums on an insurance policy that will protect his relatives or his family in the event of his death. Every working man, if he is carrying an insurance policy, should have a savings account so as to insure the prompt payment of the premiums. All such arguments appeal to a young man that desires to pay his own way and to care for those dependent on him.

Another strong line of argument is to appeal to a young man's ambition—to point out that a reputation for thrift will give his employers confidence in him, and incline them to trust him in a responsible position. The young man that

can save for himself can save for his employers. Again, many men have been able to grasp fine business opportunities because of a few hundred dollars of ready money. Neither savings nor interest alone make a man rich, but judicious investments may. He should always be preparing for his opportunity. Then, when it comes, he will be ready.

The moral effect of the saving habit can hardly be overestimated. The man that pays for his goods and always lives within his means is bound to be an honest business man. Fast living and defalcation are twins. So are temperate living and honest wealth. A resolve to put in the bank all, or nearly all, the wages not required to meet running expenses will prevent any man from living extravagantly or from forming expensive habits.

29. Parents should be urged to start savings accounts for their children and advised to encourage their children to save the pennies. It will provide for them, in later years, the education that is to train them for success in life, and the habit of saving formed in childhood will last throughout life and insure a comfortable old age. In advertisements of this kind, figures showing the growth of money through the compounding of interest are especially valuable. An appeal should be made to parents to encourage thrift in their children by setting an example of saving. It is a good plan to watch the birth announcements and then send a personal invitation, by letter, to the parents to open an account for the baby.

A suggestion may be made to the husband that he should give such an allowance to his wife that she may have her own bank account, or that he turn over all his money to her if she is the better saver of the two. Good money-saving plans should be suggested. A prize might be offered for the best one submitted to the bank. The security of bank deposits may be dwelt on; also, the danger to money and life in keeping large sums in the house. The insertion of such advertisements immediately after a burglary or some other crime with robbery as its motive would be timely.

If a bank has a safe-deposit vault with boxes for rent, it will pay to advertise this service specially, for box renters are likely to become depositors.

30. The secrets of a great man's success are always sought for, and the sayings of successful men relating to thrift and saving are effective in savings-bank advertisements.

There can be no question as to the necessity of maintaining a high plane in bank advertisements. Few working men



Begin Saving For a Home

We can help you do it. Your deposits, plus the 3 per cent. interest, compounded semi-annually, will soon enable you to buy a lot. Then you can easily borrow more to build the house and pay this debt with saved rent. Our free booklet "How to Save" explains the plan in detail. Call or send for it today.

People's Savings Bank, 16 John St.

FIG. 87

2½ inches, double column; headlines in 24-point Post Old Style; body in 8-point Old-Style Roman, leaded; firm name in 12-point Post Old Style. The border is a drawn border

have much business experience, and they are inclined to be overcautious in entrusting the little surplus of their hard-earned wages into the hands of strangers. But right here is one of the chief benefits of continuous advertising. A working man that reads the advertisement of a local bank every day becomes fully acquainted with the institution. He feels that it is more interested in his welfare than some institution of which he knows nothing except that its board of directors is composed of a number of wealthy men that live in a different world from his. To overcome his timidity and encourage

him to make a start, the advertising should have a friendly tone, should make clear to him that his little account will receive as careful attention as the largest account.

While bank advertising should be dignified and no invidious comparisons should be made with other banks,

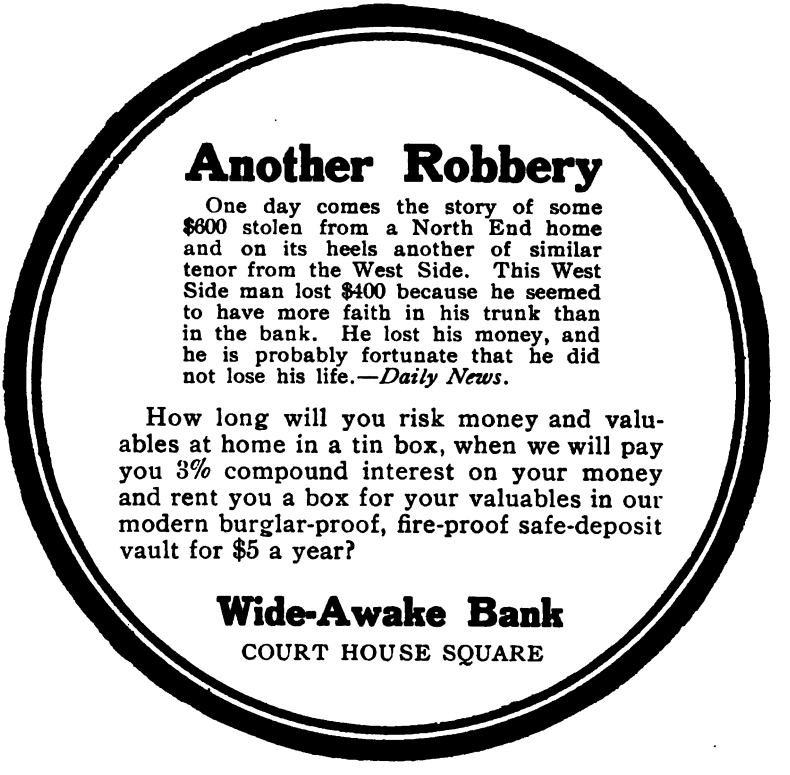


FIG. 88

An attractive setting in a mortised cut; heading in 18-point Foster; body in 8-point and 10 point Old-Style Roman, solid; name of bank in 14-point Foster

everything, such as convenient location, special service, etc., should be used as selling points. If a bank makes it a point to pay women depositors with crisp, new bills, that point is worth mentioning.

31. The advertisements and booklets of banks advertising for mail accounts will be of great assistance to the local

ad-writer. In beginning to advertise a bank, he should acquaint himself with the general policy of the institution, the character of its business, and the class of customers it

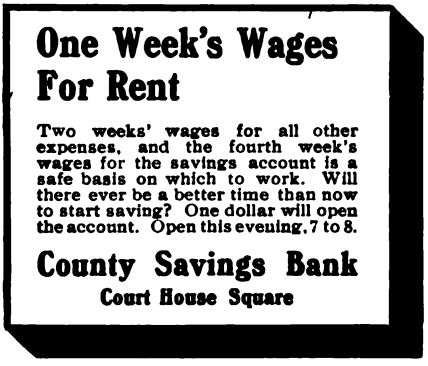


FIG. 39

Effective arrangement of 2-point and 12-point rule

desires to obtain. He should endeavor to write in a style that will appeal to the people of the locality. In some places, the advertisements must be written in a very digni-



FIG. 40

2-inch single-column advertisement

fied and conservative style; in others, more aggressive methods may be adopted. Purely soliciting advertisements should be varied at times by those of an educational char-

acter, explaining the different kinds of service the bank can render. In cities where there is considerable competition and uniform rates of interest, this matter of service is very important. The bank that best takes care of its customers will get the most business.

Besides assuring the prospective depositor that he will be welcome, bank advertising should impress him with the solidity of the bank that is to be his investor. Humor, frivolity, or sensationalism are distinctly out of place in any kind of financial advertising, but especially so in the



FIG. 41

announcement of a savings bank. Too strenuous appeals for business would suggest to the reader that the bank is greatly in need of money. A bank advertisement that reads like those of gold-mine or oil-well promoters will drive business away.

If a high rate of interest is offered, it should be explained carefully how such a rate can be profitably paid. The rate of interest paid should by no means be the chief selling point of the advertisement; in fact, many savers prefer to deposit in a bank not paying the very highest rate. It is a fairly safe assumption in financial investments of any kind

that the risk increases with the dividends. The fact that wealthy investors prefer small but sure profits to larger and more uncertain returns, is a great object lesson to the small investor.

Bank advertisements should be continuous. People earn wages all the time, and will spend them if they do not save them. More new accounts can be created in the winter than in the summer.

32. Examples of Bank Advertisements.—In Figs. 37, 38, 39, 40, and 41 are shown bank advertisements that bring out many of the points just considered. Illustrations that are appropriate and high grade may be used effectively in advertisements of this kind, but cheap cuts, mere eye catchers, etc., should be avoided.

MISCELLANEOUS EXAMPLES OF RETAIL ADVERTISEMENTS

33. Figs. 42 to 54, inclusive, show further examples of well-prepared retail advertisements. Hundreds of pages could be filled with such examples, but those shown in this Section and in other Sections that deal with retail management and with the writing of copy are sufficient to demonstrate the kind of advertising required to make retailing successful. While the selling points brought out are not the same in a bakery advertisement as in a real-estate advertisement or an announcement of an address at a Young Men's Christian Association, the ad-writer must in each case work on precisely the same principles in his study of the commodity, the plan by which it can be best advertised, and the people to whom it is to be advertised.

A Perfect Shaving Soap

DO YOU SUFFER even the slightest bit in your shaving? Does the beard seem to grasp the razor and hold on until it is yanked out? Does your razor slip over the hairs and not cut clean? Is your face sore and harassed after a shave?

If you have any of these and many more troubles in shaving, we have relief for you. Sanderson's Shaving Soap is the result of years of careful, scientific, and practical experimenting. It is absolutely pure, which means it will harm no skin, however tender. It comes in a porcelain jar, and, while it forms a rich, thick, moist lather under the brush, the Soap itself does not get soft or soggy—which means economy, cleanliness and comfort. Its composition makes it get right at the root of the beard and makes the beard soft and easily cut—with proper length of lathering—and it leaves a clean shave and a smooth, comfortable, freshened skin ....**15 Cents a Jar**

Sanderson's, Main and Pine

FIG. 42

Display in Blanchard Condensed; monotype machine border

A Cool Glass of Buttermilk

Over our counter is much more refreshing and strengthening than any other drink. A little cream gives it a finish. Try it at noon today.

The Lackawanna Dairy Company

525 Adams Ave.

FIG. 43

40,000 Feet of Hemlock $18 a Thousand

Just the thing for under-floors, roofs, sheds, and any temporary fencing that you may have orders for. It is planed one side to ⅞. Six inches and wider; 12, 14, and 16 feet long. If you have been buying Hemlock lately you know whether or not this is a bargain without our saying more.

Luther Sweet & Company

500 HARRIS AVENUE

Telephone 1809

FIG. 44

Display in John Hancock Condensed

A Christmas Sale of Special

PIANO BARGAINS

We're crowded! Every piano carries our money-back guarantee. You can get one like new at a saving of $100 to $200.

$400 Vose
Mahogany—like new
Our Price **$200**

$450 Chickering
Our Price **$190**

$400 Weber
Like New—Our Price **$175**

$250 Winthrop
Nearly New—Our Price **$150**

$325 Rembrandt
Good Order—Our price **$120**

$360 Vose
Large Size—Our Price **$105**

$325 Raven & Bacon
Good Order—Our Price **$75**

MAIL COUPON TODAY

F. A. NORTH CO.
1308 Chestnut Street
N. A.—11-25-'08

Send me your list of special Piano and Organ bargains and your Special Easy Payment Plans.

Name .....

Address .....

F. A. NORTH CO.
1308 Chestnut St.

FIG. 45

For Sunday Dessert

What could be better than our Strawberry Cream with its cool, delicious richness.

We are ice-cream specialists. When fresh, ripe berries and pure cream from clover-fed Jersey cows are mixed and frozen according to our method the result is something unusual in the ice-cream line.

50 cents a quart, delivered promptly anywhere in the city

Hillta Ice Cream Co.

2507 E. Broad. Phone 7244

FIG. 46

Do You Get Pure, Clean Milk?

You get nothing else from us. Pasteurization makes it as clean and pure as deep spring water.

Did you ever stop to think about the old cans and half-washed bottles in which milk is often delivered? Not here, though, because every bottle leaving our building is sterilized.

CAYUGA DAIRY CO.
12-16 Franklin St.

FIG. 47

Set entirely in Old-Style Antique. Body type of this style is very effective when there is only a little matter

Spring Cravats Are Here

A tightly drawn two-inch, or even narrower, Bat-wing Tie in bright colors, fitting snugly to the close-fitting fold collar, is popular at present among men following cravat fashions.

See the display of the new 50-cent Bat-wings in our window. Some exclusive patterns at 75c and $1.

Walter Mosher Co.
18 Main Street

FIG. 48

Set entirely in Cheltenham

Virginia Hams and Bacon

prepared in Virginia in the famous old Virginia way, beginning with the raising of the hogs themselves, which are fed on sweet Virginia peanuts out in the woods. The hams are carefully spiced and seasoned according to an old Southern receipt and, after being smoked with hickory wood, are laid away for two years in hickory ashes.

These fine hams are here now in generous supply for the summer season, when they are particularly delicious for serving at luncheon, teas, and picnics..... **32½c a lb.**

Virginia Gordon Bacon, prepared just as carefully as the hams; comes in strips at ..... **26c a lb.**

THE GLEN COMPANY, 110 Main St.

FIG. 49

Foster display; 6-point Magazine border

Try Our Scotch Bread

A crisp Scotch loaf on your table this evening would add much to the meal. Only **5c**

A good nose would be tickled in our fragrant, sanitary bakery, inhaling odors of all our tasty, wholesome goodies.

Enterprise Bakery
18 Adams Ave.

FIG. 50

The House You've Been Looking For

"Not in a row"; the sort of house you knew "back home." Yard—front, back, and side; porch—large and roomy and covered. The size: Six rooms, hall and attic. The price—and that's one of the very greatest features—$3,975.

The houses are new, never been occupied, remarkably well built, finished in hardwood throughout. They are as beautiful and perfect as a piece of furniture fresh from the factory. The heat is hot water.

There never has been anything like these offered in Washington under a much higher figure. All we ask is a chance to show you.

MOORE & HILL (Inc.)
717 14th St., N. W.

FIG. 51

Cheltenham display; body in 10-point Old-Style Roman, solid

Trouble With Baby's Food? Get Holstein Milk

¶ If you are having trouble to find the food that just suits your baby, probably the simplest way out of your difficulty is to try Holstein milk. Many have found it so—and the reason is just here—ease of digestion. Holstein milk does not form a hard, tough curd in the baby's delicate little stomach. Other milks do. Most of them are too heavily loaded with fat, and fat is grease, and grease is not suitable for your baby or any other baby to eat. The milk of a Holstein cow is very different from other milks, but it digests in a baby's stomach in much the same way and with the same ease that mother's milk digests.

¶ Ask the doctor.

¶ Will supply you Holstein milk for your baby, in sterilized bottles, at 10 cents a quart. Daily deliveries. Phone 308 Main.

Clover Hill Dairy
HARTFORD ROAD

FIG. 52

Display in Caslon; body in 8-point Old-Style Roman, solid. Note use of paragraph marks

Rubber-Tired Runabout for $75

This runabout has open-head springs, genuine leather seat trimmings, best quality cushions, is rubber-tired, has dust-proof axles; complete with shafts, $75. You couldn't get a stronger or more stylish vehicle at this price.

This runabout and a number of others are on display in our new building.

The Mosehart Co.
211 Adams St.

FIG. 53

Tons of Candy,

OUR big busy stores are headquarters for all that Santa Claus n candy and new fancy nuts in all varieties. Solid carloads of f other goodies and dainties that go to make the Christmas a tim of these Christmas goods in all our stores, marked at prices that are a now while assortments are at their height. Prompt deliveries anywh

Choice Lemon Peel

Extra fancy Lemon Peel for making the Christmas cake. New fresh goods, fancy quality. Our price, for a pound package 12½c

Fancy Orange Peel

A new stock of this very choice quality Orange Peel; nothing finer at any price. Our price, per pound package 12½c

Fancy Florida Oranges

Fancy large sweet Florida Oranges; just from the sunny groves; very juicy and delicious. Price, per doz. 25c

Leghorn Citron

The finest citron on the market, all new goods; very fine and delicious for making Christmas Cake. Our price per pound 18c

Gypsy Mixed Candy

Finest quality Gypsy Mixed Candy, strictly pure and delicious. The quality that won't harm the children. Price, per pound 10c

American Mixed Candy

Give the children all they can eat of this fine American mixed candy. It's pure and wholesome; fine flavored. Price, per pound . . 10c

Duchess Gum Drops

The very finest quality strictly pure Duchess Gum Drops in assorted flavors. This quality is very delicious. Price, per pound 10c

Assorted Jelly Beans

The little jelly beans in assorted colors that look so good in the little folks stockings because they are always welcome. Price, per pound . . 10c

Victoria Chocolate Drops

Strictly pure chocolate, with a delicious cream filling. This is something very fine and wholesome. Assorted flavors. Per pound 12½c

Sugared Popcorn

Sugar-coated fresh Popcorn that the children like so well, and it's so nice for trimming the tree. Price per quart, red or white 5c

Royal Gum Drops

An excellent quality choice flavored Gum Drops; all kinds; very fine candy. Good as you usually pay 20 cents for. Price, per pound 10c

Starlight Kisses

The kisses that made our candy section famous. All assorted flavors, fancy Starlight Kisses. Strictly fresh and pure. Per pound 10c

These Prices Good In Any of Our Eight Stores

Clarke Brot

Fi

An advertisement of Christmas specia

Nuts, and Fruits

eeds to fill the stockings. Tons upon tons of the choicest and purest fine, ripe, sweet oranges direct from the groves in Florida, and all the ne of enjoyment and pleasure for young and old alike. Great displays stonishingly low. Our cash system makes these prices possible. Buy ere in Lackawanna or Luzerne county free of charge.

Large Choice Figs

Newly packed, choicest layer Figs; large, ripe, delicious fruit; fine flavored; plump and moist. Price, per lb. 12½c

Fancy Package Dates

Large, choice, ripe Dates; not the common kind, but delicious-flavored fruit. Good for everybody. Price, per package . . 7c

Fancy Mixed Nuts

Choicest assorted new Mixed Nuts, assorted kinds; new fresh goods ordered for Christmas. Price, per pound 12½c

French Mixed Candy

The old reliable kind the children look for. Strictly pure and delicious; made this month; a fine mixture at a low price. Per pound 10c

Coconut Bon Bons

These choice Bon Bons come in assorted flavors, with a filling of delicious pure coconut. They melt in the mouth. Price, per pound 10c

Little Buttercups

It wouldn't seem like Christmas unless the children had some of these Little Buttercup Candies. They are so delicious. Price, per pound . . . 10c

Peanut Brittle

The real old-fashioned quality New England Peanut Brittle; very choice and delicious. Price, per pound 10c

Fancy Brazil Nuts

All new goods, just received for the holiday trade. These are perfect goods and very fine quality. Per pound 12½c

French Walnuts

New crop, all choice goods, large and perfect; solid meats, thin shells that are easily cracked. Per pound 15c

Clear Toy Candy

What would Christmas be without some of this pure Clear Toy Candy; all kinds of toys and funny animals in pure candies. Hand-made goods. 12½c

Fancy Almonds

Very choice large Almonds, new crop; fine goods that will please you. Get some of these delicately flavored nuts. Per lb. 15c

Choice Filberts

Fancy new crop Filberts, just received. We have tons of these choice nuts and the price is low. Per lb. 12½c

thers & Co.

Bring the Children to See Santa Claus Come Down the Chimney and Fill Stockings

RG. 54

alties. Reduced from newspaper half-page

§ 15 10796

DEPARTMENT-STORE MANAGEMENT

(PART 1)

INTRODUCTION

1. Department-store advertising differs from other retail advertising more in *degree* than in *kind.* It is, in its present highly perfected system, retail advertising carried to its highest power. Most of the underlying principles of successful publicity work are the same for the small haberdasher and the huge retail establishment covering many acres. But the adaptation of these principles to their greater scope develops many new problems, of which it is the purpose of this Section to treat.

The difference between the work of advertising a specialty retail store and that of a department-store advertising manager may be illustrated by comparing the work of a single musician—a violinist, for example—and that of an orchestra leader. It is obvious that both the violinist and the leader are governed by the same musical laws. The general principles underlying their work are the same for each. But where the violinist has only to watch and play his individual score, the leader must understand, follow, direct, and bring into harmony a dozen or more such scores. The leader must be thoroughly familiar with the difficulties, advantages, and characteristics of many different instruments; he must know when and how to bring out the best that is in each and how to make one support another when necessary. Above all, he must learn how to bring the whole into perfect coor-

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dination, so that the united work will be a single, finished result. In a corresponding manner, the department-store manager must direct the advertising of his departments, being careful to bring out to the fullest power the advantages of each, to make the weak departments draw strength and support from the strong ones, and yet to harmonize the whole into a smooth, well-rounded, well-balanced composite. An orchestra in which little besides the cornet or the drums can be heard would hardly be entitled to the name; in the same way, a department-store that permits any one of the departments to overshadow the rest would not be considered well managed.

THE DEPARTMENT STORE

ORIGIN AND DEVELOPMENT

2. Definition.—In the modern and proper acceptance of the term, **a department store** is a store in which a number of *different* lines of business are grouped under one roof and under one business title, yet with their direct management and their accounts kept distinct and separate. In late years, it has become almost universal to group these various lines under a single general management and a single ownership.

3. Origin of the Department Store.—The department store is an outgrowth of the policy of combination, or cooperation, with a view to reducing running expenses. For example, a hatter, a clothier, and a shoe dealer might agree to occupy a building in common and to contribute toward the rent, the cost of advertising, lighting, heating, and insurance, and other running expenses, in proportion to the space each occupied. It is obvious that there would be a saving to each in this plan; also, that while it would be necessary to adopt a single business name in which the lease might be taken and the advertising done, yet each "department" could be run independently, paying its own help and taking its own

profits. So far as is known, this idea was first developed in Europe, but it has been carried to its fullest extent in America.

4. Economies Effected by Adding New Lines of Business.—It would soon be found, under the conditions just given, that new economies and advantages would be gained for each new line of business added, provided it was successfully conducted and was one that reinforced those already installed. The hatter, the clothier, and the shoe dealer, for instance, would have their busy seasons at practically the same time; if, then, they could add to their combination some other line that would have its busy season at the time they were dullest, they could decrease their own spaces during such time and allow the newcomer to carry the burden and help them through their "slow" months. Thus, the practice grew of "leasing" departments, either for this purpose or for the utilization of vacant space.

5. Tendency to Concentration of Ownership.—It was inevitable that in such combinations as the one described there would be one man or firm stronger financially or more able commercially than the rest, who would gradually acquire the interests of the others. Leased departments that proved successful were soon bought out or displaced. The logical tendency was to concentrate ownership. As power grew under that ownership, new departments were added, and today, the original form of combination has been almost entirely outgrown and the practice of leasing departments, while still common, is rapidly disappearing.

Nevertheless, some of the old forms survive, because they had good business reason and advantages. Although all the departments may be (and they usually are) owned by the same man or firm, they are still conducted independently of one another in their direct management and their bookkeeping. Instead of independent owners, there are now independent "buyers" for each line of goods; and instead of receiving the profits of their departments, as the owners did when the departments were individually and separately

owned, the buyers receive a salary (often a portion of the profits, in addition), and they are under the control of one general management. But the various departments still contribute to the rent in proportion to the space occupied; they are charged pro rata with the lighting, heating, insurance, advertising, and other running expenses; they are charged independently for their help; and their accounts of purchases, sales, and profits are kept as rigidly distinct as if they were really separate stores.

6. Points of Distinction Between Department Stores and Others.—The essential thing that distinguishes a department store is not necessarily the use of that word in advertising or in common speech, but the grouping of different lines of goods under one roof and under one general firm name and management, but otherwise under separate direction and accounting. The "general" store of the country crossroads, carrying everything from aniseed to anvils and molasses to millinery, is *not* a department store —although often said to be the prototype of it—because there is no real separation of the lines in management or bookkeeping. Nor is a store that, for convenience, divides into departments different branches of the same kind of goods a department store in the true sense. A store that has a silk department, a dress-goods department, and a cotton-and-white-goods department is not a department store; it is merely a dry-goods store, because all its departments are branches of the same kind of merchandise.

7. It is often difficult to say just when a specialty store or single-line store becomes a department store through the addition of merchandise lines. Fortunately, however, the advertising man is seldom called on to make the distinction. As a rule, it is wiser not to refer to a store as a department store in any case. The term has a rather unpleasant sound to many persons, it being often associated with a superficial and incomplete gathering of stocks of small variety and restricted choice, the whole heralded as, for example, a "dress-goods department." The prejudice against such

ill-stocked and ill-managed "departments" is sometimes deserved; in other cases, it is most decidedly undeserved. Nevertheless, it exists, and one of the first things an advertising man must learn is to understand and avoid the dangers of such prejudices. It is for this reason that the advertising men of several large and properly managed department stores never refer to the "dress-goods department," the "clothing department," or any other "department." They use such terms as "dress-goods store," "clothing section," etc.

8. Economic Reasons for Department Stores.—The only reason that a department store can give for its existence is that it provides *better service to the public.* This better service may be brought about by any one of the following factors, or by two or three in combination:

1. Low prices.
2. Larger stocks and greater variety.
3. Increased convenience in shopping, free delivery, etc.

The economic advantages secured by the concentration of various lines of business under one roof and one management—thus saving rent and selling expense—and the advantage of concentrating a volume of business through one outlet—thus permitting large and economical purchasing—enable a department store to undersell its scattered and distinct competitors. If it does not undersell or give its customers other advantages, the department store has no logical right to exist at all, and will not be able to stand long against the natural laws of business.

ORGANIZATION AND POLICY

9. General Organization of a Department Store. The typical department-store organization can be most easily understood if it is considered broadly as a group of entirely separate stores under one roof, each having its own manager, its own force, its own customs and traditions, to a large extent its own methods, and to some extent its own

customers—subject only to a general managerial supervision on broad points of policy and merchandising.

10. The **buyer** is the head of a department, and is responsible for its success. In all matters of routine action and direct, executive control, he is, in stores that are best managed, as much the master of his department as if he owned it outright. He is the sole arbiter of what goods shall be carried and the prices at which they shall be sold; he is held by his superiors only to a certain limit of investment and to the showing of a certain percentage of profit on the amount of money he uses, these checks usually being exercised by the *general manager* or the *merchandise man*. The buyer usually decides on the engaging of his help and almost invariably on their dismissal. In the larger stores, his staff usually consists of the **assistant buyer**, who acts simply as his lieutenant and is in command during his absence, and the **head of stock**, who is usually the head salesman or saleswoman, and is responsible for the keeping and the appearance of the merchandise displayed and, customarily, for the training of salespeople.

11. The **superintendent** has general charge of the help of the entire store; he formulates the rules that govern them and sees that such rules are lived up to, through his representatives, the *floor walkers*. In most stores, the superintendent does the actual engaging and dismissing of the help, and fixes the salaries paid. He is usually in charge of the building itself, taking care, through his assistants—the *engineer*, the *carpenter*, and the *head porter*—of all cleaning, alterations, and repairs that do not involve actual changes of space devoted to departments or the moving of fixtures. The superintendent has usually nothing whatever to do with the actual merchandising, and therefore nothing to do with the advertising, unless, of course, he combines the duties of manager or merchandise man with his own.

12. The **merchandise man** is a comparatively recent addition to the ordinary department-store organization; but is now employed in nearly all stores of this kind except the

very smallest. Large stores sometimes have two or three merchandise men. The merchandise man specializes on a branch of duty formerly performed by the general manager, the advertising manager, or sometimes the superintendent. He is the check on the buyers, it being his duty to pass upon the advisability of all purchases before they are actually made. It is his constant aim to keep the stock *down* and the sales and profits *up*. Next to the general manager, the merchandise man is usually the highest-salaried member of the entire organization. If the store is in a large city, he usually has a staff of **shoppers**—that is, women of trained taste and good appearance—whom he uses to test the offers and values of competitors by sending them to see or buy goods, as ordinary customers. In stores that have no merchandise man, the shoppers are usually a part of the staff of the advertising manager, who must in such cases perform many of the duties of the merchandise man.

13. The **floor walkers,** or, as they generally prefer to be called, *aisle managers* or *floor managers*, are very important members of a department-store organization, but they seldom receive the appreciation that they deserve. They are the direct representatives of the firm on the selling floors. By tradition and by the usual routine, they act for the house, enforcing regard for the regulations on everybody connected with the selling organization, the buyer included. There is consequently more or less coolness existing between the floor walkers and the sales force, but this is usually considered as salutary and tending toward a rigid discipline on the floor; indeed, it is often actually encouraged by the management.

A floor walker in a busy store is a very busy man, with multifarious duties. It is his duty to assist and direct customers, greeting such as he knows personally; to watch and direct the sales force, to know about their going and coming, to grant excuses for short absences from the floor, to arrange lunch times; to sign various forms of receipts and authorizations for the return of goods and the refunding of money;

to be all over his section at once, and yet always be quiet, dignified, calm, and dispassionate. In many stores, it is the duty of the floor walker to check up the advertising; that is, to see that the goods advertised are on sale, to see that salespeople are properly instructed about change of prices and special offers, and to report to the management if the goods do not properly come up to their advertised claims.

14. The **head bookkeeper** has charge of all the accounting of the firm. His staff usually consists of a **cashier** and a **paymaster,** with the usual *ledger keepers* and *accountants.*

The duties of the **credit man,** the **head of the delivery,** the **engineer,** the **carpenter,** and the **head porter** require no explanation. In large stores, each of these men has a staff of from ten to fifty persons, the delivery head sometimes having as many as three hundred.

Each of these various officers runs his own particular department, or branch of duty, without any interference outside of that provided by the nature of the organization itself. The whole force is, of course, under the control and direction of the **general manager,** who is, in many stores, the proprietor himself.

There remains to be mentioned only one important office, namely, that of the *advertising manager,* which will be considered in detail.

ORGANIZATION, DUTIES, AND POWERS OF THE ADVERTISING OFFICE

STAFF OF THE ADVERTISING OFFICE

15. The staff of the advertising office in a properly organized store of large size is made up as follows:

The *advertising manager*, who has general charge.

The *assistant advertising manager*, who is the advertising manager's lieutenant and executive officer.

One or more *copy writers*, or "reporters," for the work of preparing detail and advertising copy.

One or more *artists*, for the making of advertising illustrations and fashion drawings.

The *window trimmer*, with his assistants.

The *card writer*, with his assistants.

A staff of *shoppers*, for keeping in touch with the offers of competitors. These are often controlled by the merchandise man.

Such stenographers, office boys, messengers, etc. as the work requires.

The size of the staff of an advertising office depends, of course, on the importance of the store. In many stores, even in cities of good size, the entire work, including the correspondence, is done by one man and an office boy or a stenographer. In small stores, the advertising man often does the window trimming and card writing, and by attending to all three branches of work, commands a salary that the store could not afford to pay for the advertising work only. In larger stores, however, the staff is about the same as that given in the preceding list, such stores as that of Marshall Field & Company, of Chicago, or the Siegel-Cooper Company, of New York, carrying as many as fifty names on the pay roll of the advertising department.

DUTIES AND POWERS OF THE ADVERTISING MANAGER

16. Theoretical Duties.—The advertising manager of a department store is, strictly speaking, responsible only for the publicity of his store. Everything that comes under the head of advertising is usually turned over to him. This covers not only the newspaper, magazine, and bill-board work, but usually all the printing, the task of giving interviews to solicitors and newspaper reporters, and, in many stores, the duty of attending to requests for donations and charitable assistance.

17. Actual Duties.—In actual practice, however, the duties of the advertising manager are often extended far beyond the limits just mentioned. In a broad sense, he is responsible for the increasing of sales. This responsibility is of course primarily that of the general manager or the merchandise man, but the advertising department is the chief weapon in the battle, and it is this department that will customarily be blamed if its efforts fail. The up-to-date advertising manager does not wait for instructions from his superiors. He assumes at once a great share of the duty of seeing that the store is advancing and improving. His field of action is not his own office, but the entire store.

OUTLINING A POLICY

18. In order to bring out clearly the various problems that an advertising manager of a large department store will be called on to solve, these points will be taken up in their logical order.

Assuming that a working force has been organized, it will first be necessary for the advertising manager about to take charge to consider carefully the advertising policy to be adopted. This depends on the class of readers to which the advertisements are to be especially addressed, which, in turn,

B. Altman & Co.

34TH STREET, 35TH STREET AND FIFTH AVENUE

ON THURSDAY, JAN. 2d,

A VERY IMPORTANT SALE WILL BE HELD OF

WOMEN'S COATS AND PALETOTS

GREATLY BELOW THE USUAL PRICES,

ALSO ON THURSDAY, JAN. 2d,

SALE OF HOUSEHOLD LINENS, MUSLIN SHEETS
AND PILLOW CASES, BLANKETS
COMFORTABLES AND BEDSPREADS

A SALE OF WHITE MUSLIN EMBROIDERIES

WILL COMMENCE TO-MORROW (MONDAY) DEC. 30th,
COMPRISING

EDGES, GALOONS AND INSERTINGS

IMPORTED TO SELL AT FROM 20c. TO $1.25

AT 12c., 19c., 25c., 32c. TO 60c. PER YARD

OPENING OF NEW STYLES IN SHEER DRESS
MATERIALS AND MUSLIN EMBROIDERIES

FOR SPRING AND SUMMER 1908

TO-MORROW (MONDAY), DEC. 30th

34th Street, 35th Street and 5th Avenue, New York.

FIG. 1

An example of Class A advertising. Note the formal style of the typography, and the absence of introductory descriptions and displayed prices.

Stern Brothers

Will show Monday in their

Silk Departments

Advance Spring Styles

of Printed Twill and Satin Foulards, Cameo Pekin, Checks and Jacquard Taffetas, Fancy Messalines, Etc.

And in addition

A Special Sale of

Black & Colored Dress Silks

2500 Yds Imported Black Dress Taffetas, Superior quality, 43 in. wide, Value $2.00 Yd, at **$1.35**

3750 Yds. Imported Black Taffetas, Regular Finish, 21 in. wide, Value 85c Yd, at **65c**

1750 Yds. Plain Foulard Silks, 24 in. wide, in evening colors, including white & ivory,
2450 Yds. Plain Taffeta Silks, 19 in. wide, in a complete assortment of colors, } at **58c**

First Importation of

Cotton Dress Fabrics

In New Weaves, Styles and Colorings

For Spring, 1908

Embroidered and Tamboured Flouncings of Voile and other materials, Princess Bordered Mulls in all the new two-toned combinations, Pekin Satin Stripes, Silk Mulls and Crystalines, Bordered Zephyrs, Silk Stripe and Embroidered Voiles, Dry Finish French Linens in all colors, Fancy Stripe Crash and Panama Linens, Scotch and English Novelties and Staple Ginghams.

White Goods

Embroidered and Woven Figured Swisses,
Batistes, Linens, Fancy Piques, Madras and Fancy Muslins,

FIG. 2

Though this advertisement gives a little description of the goods and uses the outline display type for prices, it is still of the quiet, dignified type and is in Class A

James McCreery & Co.

SILK DEPARTMENTS. In Both Stores.

"McCreery Silk."

Exhibition and Sale of new Spring weaves and novelty Silks suitable for Southern wear. Such as Mousseline-Bordure, Liberty Satin, Satin Messaline, Taffetas Cadrille and Ecossaise. Many exclusive novelties for wedding gowns and debutante dresses.

On Monday, December the 30th.

Sale of Five Thousand Yards White Habutai Silk. 27 inches wide. 65c per yard
value 1.00

23rd Street **34th Street**

FIG. 8

The type, the arrangement, the "announcement" style of the copy, and the absence of price display, show that the purpose of the store is to appeal to persons that are supposed to consider quality mainly and to care little for price. This is also a Class A advertisement



FIG. 4

This is a typical example of Class B, or bargain, advertising. Note that very little space is given to anything but description of goods and prices; also that practically every item contains a comparison of value and price, or a statement as to a price reduction



FIG. 5

Another example of Class B advertising. Note the prominence given to prices and the invariable claim of "value" or price reduction. Lack of uniformity in layout and superabundance of display make this advertisement confusing to the eye and unattractive in its "mass effect"



FIG. 6

Another example of bargain advertising. The characteristics of heavily displayed prices and claims of reduction of price are similar to the preceding examples of Class B. In this case, however, the advertiser is somewhat more explanatory and argumentative. Note the crowded space and confusing abundance of display. Contrast Figs. 5 and 6 with Fig. 4

THE BIG STORE: A CITY IN ITSELF

SIEGEL COOPER CO.

"MEET ME AT THE FOUNTAIN"

NO CONNECTION WITH ANY OTHER STORE J. B. GREENHUT, PRESIDENT

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK



Men's Clothing--A Clean Sweep!

Every Suit and Overcoat in the Store at Your Choice of Two Prices. Everything Goes—Nothing but a Few Fur-lined Coats Excepted. A Ruthless Clearance

After a very successful season, the time has come to reduce the clothing stock to its lowest limits. We will not make two bites at such a cherry—here's the offer that will make clearance short, sharp and decisive.

Choice of any Suit or Overcoat in the store formerly priced from $20 to $40, at . . **$15.45**

Choice of any Suit or Overcoat in the store formerly priced from $12.50 to $17.75, at . . **$8.45**

Examples of the Clothing to Be Sold at $15.45

(Figures first mentioned refer to our own original prices.)

Overcoats

$40 Fancy Beaver, silk-lined Overcoats ... $15.45
$40 Plain Vicuna, silk-lined Overcoats ... 15.45
$35 Fancy Cheviot, double breasted Overcoats ... 15.45
$35 Imported Kersey, silk-lined Overcoats ... 15.45
$35 Brown & Grey Fancy Worsted Overcoats ... 15.45
$30 Grey Vicuna, Paddock Style, silk lined, Overcoats ... 15.45
$30 Black Cheviot, Worsted lining Overcoats ... 15.45
$30 Black, silk-lined Chesterfield Coats ... 15.45
$30 Medium weight Black and Grey Overcoats ... 15.45
$30 Grey Kersey Overcoats ... 15.45

Suits

$30 Black, unfinished worsted, silk lined ... $15.45
$25 Blue Serge Suits ... 15.45
$25 Black, unfinished worsted, silk lined ... 15.45
$25 Fancy worsted suits in plaids and stripes ... 15.45
$25 Tan Frock Coats and Vests, silk lined ... 15.45
$25.00 Tuxedo Coats and Vests, silk lined ... 15.45
$25.00 Soft-finished Vicuna Frock Coats and Vests, silk lined ... 15.45
$25.00 Brown Worsted Suits ... 15.45

Sizes 31 to 46 Chest measure in "regular" and "stout" models.

Examples of the Clothing to Be Sold at $8.45

(Figures first mentioned refer to our own original prices.)

$15.75 Black Kersey Overcoats ... $8.45
$14.00 Black Cheviot Overcoats ... 8.45
$13.50 Grey Frieze Overcoats, 8.45
$13.00 Fancy Cheviot Overcoats ... 8.45
$12.00 to $18.00 Black Thibet Suits ... 8.45
$17.75 Plaid Worsted Suits, 8.45
$12.75 Fancy Cheviot Suits 8.45
$15.00 Plaid Grey Worsted Suits ... 8.45

Single and double-breasted models Sizes 31 to 46 chest measure.



Foot Mould Stormy-Weather Shoes

You'll be sure to have the best proportion for your foot if you get a pair of Foot Mould Storm Shoes. Not only this—you'll be sure to save money. They cost from $1 to $3 less than you'll pay elsewhere for shoes of like excellence.

Foot Mould Shoes are made expressly for us by one of the leading manufacturers. They are made to exact all other similarly priced footwear—and to equal in fit, style and looks any shoes at any price. Snow, damp-proof, but good looking, and not too heavy.

Styles for Men, Women and Children

Regular Height Cut Shoes

Per men ... $2.50 | Per boys ... $1.95
Canvas Boots for women, $2 & $4 | For girls ... 2.00

Of course, we have other shoes at lower prices, but for best shoe satisfaction we recommend our Foot Mould.



Women's High Cut Shoes at $1.69 We continue to discuss our sale of "Superior" high cut boots at $1.69. This is the lowest price for which high cut shoes of equal quality, or in and anywhere have ever been sold. The "Superior" is made especially for us in the new high cut style to sell at a popular price. There is no shoe in the other market to buy like it at the price we sell $1.69

Women's Long Black Coats at $5

Worth $8.75, $10.50 and $12.75

We offer 15 models in these stylish coats, all of which are 30 inches long. All sizes, from 32 to 44 bust measure. Here is a brief description:

Black Broadcloth Coats
Black Kersey Coats
Black Cheviot Coats
Lined and Half Lined
Trimmed with Embroidery
Trimmed with Silk Braid
Trimmed with Velvet
Some with Fur Collars

Men's $2.50 Coat Style Sweaters, $1.95



THIS coat style is the popular idea in sweaters this season. It is much easier to get on and off—is far warmer, is more dressy and comfortable than other styles. Many wear it in place of a vest—and with good effect.

We offer a special lot of the grade sold elsewhere at $2.50, at

$1.95

Cigar Specials

THESE are all well-known brands, and at the prices we have put on them for to-morrow after sixteen of them a third. Hundreds of men have found that it pays always to buy their cigars here.

Duke Kersey Perfection—box of 50, regularly $2.50, at ... $1.89
Duke Kersey Banquets—box of 50, regularly $3.75, at ... $2.69
Havana Sublimes—Extra warranted Havana filler and Havana wrapper, made in Tampa, Fla.; box of 50 ... $2.00
Select Havana Cabaña Banquets—box of 50, at ... $2.69
Conqueror Half-and-Half—over 2 inches good and Havana brand; special, box of 50, at ... $2.45
Colonial Perfection—our 5c leader, box of 50, at ... $1.69
Prince Beauty Diplomatica—a very good cigar at the price; box of 50, at ... $1.24
Alice Virginia Perfection—worth double the price; box of 50, at ... $1.89
Havana Abbott Perfection—box of 50, at ... $2.25

2,500 Winter Coats for Girls

Regular $7.50, $10 and $12 Garments on Sale To-morrow at **$4.85**



THIS is the biggest thing that the Misses' Wear Store has ever done in the tearoom of girls up to size 14 years. The lot is a big one, but the bargain offered is so much bigger that it will not be enough. With there were more room to describe the coats. They are handsome, stylish, well-built little garments in fabrics and models that would make a lad reading if we could print the details. But this summary must suffice:

Materials are fine wool mixtures, chinchillas and firm, cohesive tweeds.

More than half are lined with high-grade flannel or mixture cloths.

The rest are both lined and interlined.

There are eighteen or twenty models; only four of which are illustrated.

The coats were intended to sell at prices ranging from $7.50 to $12.

Your choice of the entire assortment at ... **$4.85**

Double Stamps Up to 12 o'Clock

TWO "S. & H." Green Trading Stamps with each 10c of purchase made BEFORE NOON

ONE "S. & H." Green Trading Stamp with each 10c of purchase made AFTER NOON.

Sheet Music Actual Value 25c & 50c Copy

By Mail or C. O. D. Orders



Ask for "S. & H." Green Trading Stamps—We Give Them

FIG. 7

An example of the "compromise style," or Class C, advertising, which aims to retain the vigor and strength of the bargain style in its display and tone, yet avoids bombastic diction and exaggerated language. Note the short introductions, the forcible, direct statements, the absence of generalities, and the terse but comprehensive descriptions. Compare with Figs. 8 and 9



FIG. 8

Compare this example with Fig. 7, which advertises the same sort of clearance sale in men's clothing. Fig. 8 is undoubtedly the more artistic in arrangement and illustration, but is probably less effective than the example shown in Fig. 7. Note the absence of the words "Men's Clothing" from the principal headline. The ad-writer relied on the illustration to carry the clothing idea—a dangerous practice

New carpet book free. This book will not only show you how to save many dollars in your purchases, but the exact style, colorings and patterns, making selection easy. Carpet book mailed free for the asking.

ANDEL BROTHERS
State, Madison, Wabash, Chicago, Ill.

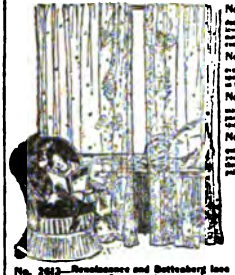
Fashion book free. Our spring and summer fashion catalog is now ready. Send us a postal card, with your name and address, and we will mail it to you free of charge.

Our great annual sale of lace curtains—a time when you buy at less than wholesale prices—25,000 pairs reserved for our mail order patrons exclusively. Order today, they'll not last long.

HERE IS AN OCCASION of more than ordinary importance to every thrifty housewife, and with the season of spring housecleaning so near at hand, a sale of this character becomes doubly important. At this annual season of renovating and rearrangement of home decorations, every housewife has plans to make her home more inviting and attractive, and on her list of wants you'll find that she has planned for a few pair of lace curtains. Now, when we tell you that this sale affords an opportunity to save at least 25% on every pair of curtains purchased, we don't want you to just take our word for it, but when you have received the goods and they prove to be anything but just as represented, send them back to us, and we will cheerfully refund the amount of your purchase.

Our representative annually visits the foreign lace curtain centers, searching here and there with but one thought in mind, that the combining of a high standard of quality with the lowest prices, visiting on his purchasing tour those great lace curtain manufacturers of London and Nottingham, England; Glasgow, Paisley and Darvel, Scotland; Paris, Mirecourt and Luxeuil, France; St. Gall, Rohrschach and Walzenhausen, Switzerland; Berlin, Plauen and Eibenstock, Germany; Eger and Vienna, Austria; Brussels, Belgium; Venice, Milan and Turin, Italy, and many other less important places, buying in enormous quantities direct from the maker, naturally securing the very lowest prices, and thereby saving the middleman's profits. This accounts for the wonderful saving possibilities. We have given months of careful preparation and forethought to this sale, and have gathered together what we consider the most attractive and most satisfactory stock of lace curtains in America.

25,000 pairs have been reserved exclusively for our mail order patrons, including every wanted style, weave and kind. We want them to feel that they receive the same bargain chances that our city customers do, right here in Chicago. The quantity may seem large, yet we would advise the sending of your order to-day—leave the selection of the patterns to us—we have employed a competent corps of trained shoppers, who look after your wants by mail with that same care and general satisfaction as a personal visit. Then, too, considering the wonderful values afforded by this sale and the enormous outlet of our great mail order department, recognized as the foremost mail order house in America, a quantity of this size will not last long.



No. 2601—2,000 pairs of ruffled muslin curtains, 1¾ laces and 3 yards long; exquisite new patterns; very desirable for bedroom and dining-room curtains; beautifully finished borders; white only; regularly priced 75c pair; while this lot lasts, per pair **49c**

No. 2602—Nottingham lace curtains in an extra quality; 3½ yards long, 50 inches wide; every pair a splendid value at 75c; while this lot lasts, limit of purchase of several thousand pairs available at this price, per pair **98c**

No. 2603—Ruffled muslin curtains four yards long, 50 inches wide; a wonderfully great assortment of choice designs and patterns; every pair actually worth 1.25 per pair, but priced for this sale at, pair **89c**

No. 2604—Ruffled muslin curtains in an extra quality of muslin, in ivory or ecru shades; qualities that sell everywhere at $2 per pair. During this sale you are permitted our privilege to buy them at, though not mail order department is, pair **1.35**

No. 2611—Ruffled bobbinet curtains, choice big lot; choicest and daintiest patterns; exquisitely adapted for summer use; pretty floral and oriental effects; full 3½ yards long; 50 inches wide; fancy edges. Several colors, regular price $2 per pair. We would advise an early order if you want one of these three remarkable bargains. Per pair **1.35**

No. 2612—Ruffled bobbinet curtains, the choicest, of course quality bobbinet net; beautiful edges and insertions; 3½ yards long, 50 inches wide; regularly priced and sold everywhere at $2.50 per pair. Mail order department is prepared to supply at, per pair **1.65**

No. 2613—Renaissance and Battenberg lace curtains. Every one of these curtains worth $4 per pair everywhere. Choice made up consisting of the regular point, which is 4½ in. but on a special advance buy of our eastern representative we secured about 200 pairs at 3.15 per pair, while they last, per pair **3.15**

No. 2614—Renaissance and Battenberg lace curtains in the newest and most elaborate designs; the very handsomest, most stylish and most beautiful and exclusive patterns, every pair guaranteed worth $7—offered during this sale at, pair **$5**

No. 2605—Exquisite new patterns in Nottingham lace curtains, regular value throughout; full 3½ yards long, 50 inches wide; every pair a bargain at $1.50 per pair—suitable for library, bedroom and dining-room. Emphatic—very specially priced at, pair **$1**

No. 2606—Nottingham lace curtains in a splendid assortment of new 1903 designs; every pattern shown this season represented; every pair a gem in the way of lace curtain value; full 3½ yards long, 50 inches wide; regular price $3 per pair; special, pair, at— **$2**

No. 2607—Beautiful Irish point lace curtains—a magnificent gathering of both foreign and domestic makes, all beautiful, artistic productions; suitable for any purpose, and value $4 per pair; very specially priced through our mail order department, at, pair— **2.75**

No. 2608—Irish point lace curtains, new and exclusive patterns in a complete line of sizes and qualities; all the rage for window draperies, exclusively made for length and full width, splendid value at $4.50, but learned very specially at, pair— **3.85**

No. 2617—Arabian lace curtains, hand made, all exclusive patterns, made up in the very most elegant and effective manner, with fine meshes and edging, guaranteed an honest wearing, would be remembered remarkable values at the regular price of $10 per pair—you are paying **6.50**

No. 2618—Bonne Femme curtains—It is almost an impossibility to secure enough of these very popular curtains to supply the demand created. We this announcement made up for an especially rich and novel color pattern in mind, and there is no question but our customers will be delighted with the beautiful effects produced. We have only a limited number of pairs in the entire lot, which we have placed on sale in the city—the values ranging at $5, $6, $7, $8 and $10 per pair. You are privileged to buy them at a discount of 25% from these prices, at, pair **4.50**

No. 2619—Vestibule door panels—Now, this is an article that adorns more than almost any other drapery about the house, as it comes before you every time you go through the door. It is particularly pleasing when a beautiful semi-circle of limestone panels for the upper part, all guaranteed to be perfect in, each **39c**

No. 2600—Brussels net parlor curtains—Here is an assortment of real Brussels net curtains that for beauty and real bargain worth cannot be matched anywhere in the town, every pair in either pattern, guaranteed that they shall please you or your money back; parlor window dimensions. Real value, per pair $8—our extended bargain at, per pair— **4.25**

No. 2610—Colored appliqué curtains for dining-room and door, in a wonderful range of beautiful and new color patterns—these curtains are greatly favored when carrying out the color scheme of your room—colors red, blue or green, as your eye—real value $6 per pair, this sale price— **3.75**

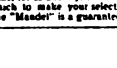


If you've never ordered from us before, let this be a test of our treatment to mail order patrons. We're sure that on inspection of these curtains you'll be convinced that you can rely absolutely upon us as a safe house from which to buy goods by mail. In ordering be sure to state the full name and address, and how you wish the goods sent. The average weight of a pair of curtains is two pounds, and the average cost of sending is thirty cents. You can rely absolutely upon having your order filled promptly and accurately.

Unparalleled bargains in new 1903 silk belts and jewelry.

Now, here is an article that plays a very important part in the make-up of a woman's outfit, and there is a possibility that you need one to complete your Easter costume. We make you these extraordinary offers because a rare turn of good fortune enabled us to buy several thousand belts from one of the foremost belt manufacturers in the world at a big concession in price. We reserve the whole purchase for the exclusive benefit of our mail order patrons. We advise you to order early, for such astonishing bargains as these are sure to meet with an immediate and extraordinary response in the shape of orders. Now, if you are in need of a new belt, or want to give a useful present to some friend, it's decidedly worth your while to take advantage of this offer Several very special offerings in jewelry.

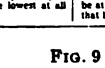
No. 541—Silk fancy ribbed belts, with round brass buckle; black only; well worth 50c; a very special purchase, and a great bargain. The cut shows a belt; a superior assortment to select from at, each **25c**



No. 541.

No. 542—Pure dye satin belt with oval brass buckle; black only; made to fit a 24-inch waist; worth 75c; a very special purchase, and one of the most stylish belts of the season; assortment to select from at, each **50c**

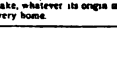
No. 201—Real coral long bead necklace, 24 inches long; a very special purchase at, per necklace **25c**



No. 542.

No. 643—English cut silver buckle; new style; fits any belt; worth 25c; a very special purchase **95c**

No. 202—French grey bloodstone bead necklace, 24 inches long; a very special purchase **25c**



No. 643.

No. 644—Genuine seed wrist bag; just what the ladies want; made and guaranteed; very much in demand; and a wonderful bargain at— **50c**

No. 203—Darling of the Gods bead necklace; 24 inches long; the very latest jewelry, assembled in white and turquoise blue; splendid value at 50c—very special at— **25c**

If there is anything you want, write us: Something about our methods worth knowing

No matter what you want for shirt waists, dresses, skirts, silk costumes, or anything in the yard goods line, let us know your wants, and we will be pleased to send you samples with prices from which to make your selections—you'll find our prices the lowest at all times, and the name "Mandel" is a guarantee of the very highest quality.

If, through some unusual happening, an error may have passed our notice, we will willingly shoulder the responsibility, whether it belongs to us or if you or the manufacturer be at fault. It's this liberal policy of righting every mistake, whatever its origin may be, that has made the name "Mandel" a household word in every home.

FIG. 9

A very good example of Class C advertising of four or five years ago; still very much in vogue in the better class of the middle-class stores, but being gradually displaced by styles showing greater directness, force, and simplicity. Note the length of the introduction.

 The present tendency is toward very concise introductions

depends greatly on the character of the merchandise and the merchandising policy of the store.

19. Classes of Stores.—Department stores may roughly be divided into three great classes, which for convenience, will be designated as Class A, Class B, and Class C.

Class A is the "high-class" store, which carries fine goods, caters to a well-to-do set of people, and relies for custom on the character of its merchandise rather than on low prices. (Typical examples of advertisements of stores of this class are shown in Figs. 1, 2, and 3.)

Class B is the "bargain" store, which makes its appeal on the basis of low prices rather than on the character of its merchandise. (Typical examples of advertisements of stores of Class B are shown in Figs. 4, 5, and 6.)

Class C is the "middle-class" store, which combines the two policies just mentioned, carrying fine goods for those who wish them, but using the low-price argument freely. (Figs. 7, 8, and 9 show advertisements of stores of Class C.)

Typical examples of these three great divisions will undoubtedly occur to every reader. The third, or middle-class store, is decidedly the most common, the bargain class probably ranking a close second in number. But, to a greater or smaller extent, types of all three are found in every city having more than 50,000 population. The high-class store is usually not a true department store at all, being more strictly a dry-goods house with added lines of wearing apparel; but for the present purpose, it will be treated as a department store because its advertising problems are the same.

NOTE.—Not all the reproductions of department-store advertisements used in this Section are perfect examples of good copy and display. They are reproduced rather to show the various styles used by leading stores in the different seasons. Because many of these examples are full newspaper pages (shown reduced), it should not be concluded that a half page or even less space is not often the proper size of advertisement for the department store to use.

20. Necessity of Reflecting the Policy and Class of Store in Advertising.—It should never be forgotten that the advertising man is the mouthpiece of the establish-

ment. His policy, style, language, and methods must accurately reflect the policy and character of the store for which he speaks. To this extent, the advertising man's policy is usually decided for him before he begins. On large, general principles, the advertising man must not permit his work to reflect his own personal tastes or preferences, unless they happen to be in harmony with the class of goods carried and the avowed policy of the store management. It would be disastrous, for example, to adopt a sensational, bargain-shrieking style like that shown in Fig. 5 for a store that depended on the trade of persons of wealth and refinement. On the other hand, a quiet, dignified, "cultured" style like that shown in Fig. 1 would never do for the typical bargain store. The most successful advertisers are those who can best adapt themselves to the given conditions. It is the first duty of a new advertising man to give careful study to the conditions that surround him, and especially to study the audience to which he is to appeal.

This point is obviously not one that can be settled off-hand. It is one of many points in advertising in which success depends on the exercise of intelligence, good taste, and common sense. If the division of stores into classes were strictly and sharply on the lines given in Art. **19**, it might be easier, but that classification is only given broadly, and nearly all stores reach for all the business they can get, regardless of class. Nevertheless, each has a field—be it high class, bargain class, or middle class—in which it is strongest, and the advertising man must decide for himself how he can best exploit that field in particular and still gain what he can from other fields in general.

21. Strongest Position for a Store.—It is plain to be seen that the strongest position for a store to occupy in order to cover the largest field is the middle position, from which it can, so to speak, reach both up and down for business; that is, "up" into the fine-goods class and "down" into the bargain class. It is this position that most of the best stores of America seek to occupy, although a study of

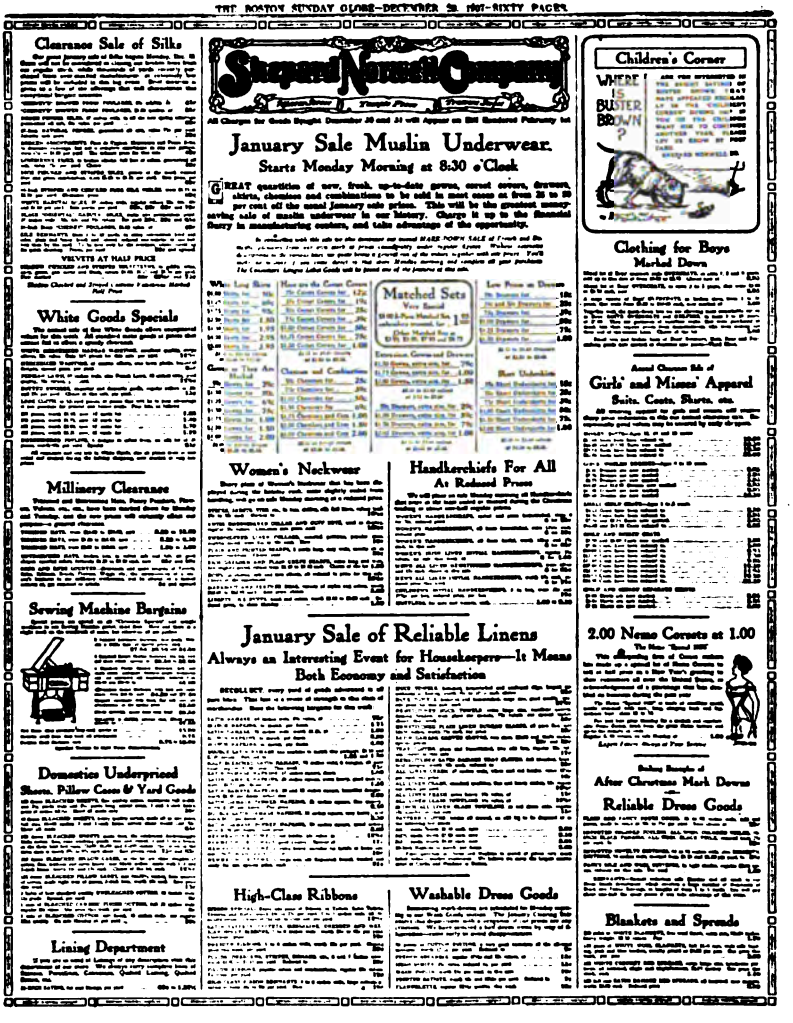


FIG. 10

This example illustrates how stores of the Class C type occasionally use the bargain argument. Practically every item is at a reduced price, but the prices are not displayed nor are heavy headlines used. The tone is quiet, and the arrangement clean, symmetrical, and attractive. Compare with Fig. 5

their advertising shows that there are almost innumerable divisions even in this middle class, some reaching higher, and some lower. In this connection, it will be well to observe carefully the advertisement shown in Fig. 10 and also the typical advertisements shown in Figs. 7, 8, and 9. The latter are advertisements of middle-class stores, but there are marked differences among them. This difference is almost entirely due to the individuality of the advertising man as expressed in his own solution of the first problem, namely, adopting a style that will prove most effective and interest the greatest number of the people within the scope of his merchandise.

22. Merchandise as the Deciding Factor.—The "reach out" of a store for business above or below its principal field must depend, first of all, on what merchandise it has to offer. Obviously, it would be a waste of space to make appeals to persons of any class unless one had the merchandise or the bargains to satisfy such people when they came to the store. The point may seem too simple to require comment, but many advertisers err by making their advertising either too "fine" or too "cheap" for the class of goods carried.

NOTE.—No unpleasant discrimination is intended in the use of the words "up" and "down," and "fine" and "cheap." The words are employed as those easiest to understand. In fact, from the standpoint of an advertising man, it is much more difficult to advertise so-called cheap goods than fine goods. The largest remuneration to advertising men today is paid to the advertisers of the middle and bargain class.

OUTLINING A STYLE

TYPES OF CUSTOMERS

23. Importance of the Right Tone.—A new advertising manager, by a careful study of the character of goods carried and the class of trade in which the store finds its greatest custom, having settled in his own mind the general policy to be adopted, is next confronted with the question of

how that policy can best be reflected in his advertising. In other words, he must settle on the *style* of his announcements, the term meaning here not the typographical style, but what might be called the "literary" style; that is, the tone and manner of the appeal to the public.

This is a matter that depends largely on the intelligence and good taste of the individual and is another of those points which put the profession of advertising far above the class of a mere trade and into the highly paid lines occupied by brain workers. Success in this line of work must necessarily and properly depend on the inherent common sense and adaptability of the advertising man rather than on his mastership of rules and formulas. What follows, therefore, should be accepted merely as general guidance.

24. Necessity of Considering Individual Types of Customers.—The principles that control the preparation of an appeal to any class of the public differ little from the principles that would guide a person in addressing individuals. A method that is followed by some of the best-known writers of advertising is to select as a type some known person of the class addressed, and to consider everything in the light of what that person would think of it.

The three great classes of department-store customers, then, may be represented by three individuals. As about 85 per cent. of the business of all department stores is done with women, each of the individual types will be represented by a woman.

Type A.—Mrs. A is the wife of a millionaire manufacturer and the daughter of a wealthy lawyer. She is a college graduate and was brought up from childhood in an atmosphere of wealth, refinement, and luxury. She is well read and well traveled, leads in her social circle, and spends from $5,000 to $20,000 a year on her household, herself, and her children. She trades in a Class A store.

Type B.—Mrs. B is the wife of an artisan earning from $12 to $25 a week. She has had only a limited education, reads slowly and with some difficulty, does her own house-

work, and has to make every dollar do the work of two or three. She is naturally on the lookout for bargains and is a fair type of customer of the Class B stores.

Type C.—Mrs. C is an "average" woman—the wife of a young lawyer or business man that earns from $1,500 to $15,000 a year. She has had a good common-school education, has active church or society interests, reads several of the magazines and at least one good paper, is a woman of taste and culture, and has a keen eye for style and quality in merchandise. She knows a bargain when she sees it and is always glad to see one, yet she is in a position to buy at "regular" prices when attracted by beauty or novelty. She deals a little in Class A stores and occasionally in Class B stores when the bargain inducement is strong and genuine, but most or her trade is in Class C stores. She is the woman whose custom has built up the largest and most profitable retail establishments of the United States.

25. Different Forms of Address.—Obviously, it will not be well to address types A, B, and C in the same way. Therefore, the advertising man should determine which woman best represents the class coming to his store and keep her constantly in mind. In some way, every man has knowledge of actual persons of these three types, and in appealing to his selected class of public, he should address them precisely as if he were addressing only one of these actual persons.

QUALITY ADVERTISING

26. Class A stores, making their appeal to women of whom Mrs. A is a type, put their entire force into the *quality* of merchandise. The reduced price is often not even mentioned except in times of "clearance," and is always made subordinate. The advertisements shown in Figs. 1, 2, and 3 are typical examples of quality advertising. When introductions, or "editorials," are used—which rarely happens—they are couched in formal and precise language. Strictly speaking, such advertisements as those shown in Figs. 1 and 3 do not represent advertisement writing at all.

They are merely carefully arranged and neatly set words, and can scarcely even be termed descriptions. The advertisements of stores of this class make little or no pretense to force business, as they are addressed to persons that are supposedly unaffected by the customary arguments of low prices.

This style of advertising is the easiest and least effective of all and seldom requires the services of an advertising man so far as its writing is concerned, but it does require very careful selection and description of merchandise. So far as concerns this Section, quality advertising may be dismissed with this reference, although the examples shown in Figs. 1, 2, and 3 should be studied as object lessons in the colorless and formal style often demanded by stores of this class.

BARGAIN ADVERTISING

27. Class B, or the bargain, style of advertising, represented by the advertisements shown in Figs. 4, 5, and 6, is still extremely common, although it is being gradually displaced by more conservative advertising. It will be noted in these examples that price is everything. Often, in such advertisements, not one item is mentioned at a regular price. The introductions, when there are any, are couched in highly colored language, redolent with superlatives. Everything is "best" or "biggest" or "lowest priced." The strongest display is given to price figures.

The so-called "better-class" stores affect to ridicule this style of advertising, but it cannot be dismissed with a sneer. These examples should be studied carefully, because there is no doubt whatever that the style is wonderfully effective with the class of women to whom it is addressed. It rests with the advertising man to determine whether this is the most effective style for his store and whether he can improve on it for his own use.

28. Advantages and Disadvantages of Bargain Advertising.—This bargain style is of course intended to

reach women that can grasp figures more easily than words—to whom low prices mean more than anything else. It has the advantage in that it is "quick-result" advertising. Being based on specific offers of a specified lot of goods, usually for one day's selling only, the results, if they come at all, come on the heels of the insertion of the advertisement. Results are usually large if the offers are genuine and if the statements made are written in an earnest, convincing style.

The bargain style has its disadvantages in that there is little continuity of result and no great business-building power. It concentrates attention on underpriced goods in which there is usually the smallest profit, and gives little foundation for the steady, matter-of-habit buying of unadvertised staples in which the best profits of a store are usually made. The clientele of such a store, being taught to expect bargains from it, remain interested in nothing but bargain offers.

29. Unprofitableness of Bargains.—The foregoing remarks bring up an extremely important point, which, while more strictly within the province of the merchandise man or the general manager, should receive careful attention from the advertising man, as the public representative and spokesman of the store.

It may be considered as a general rule that genuine bargain offers in themselves are not so profitable to the store making them as offers of regular-priced goods would be. There are exceptions, of course. For example, it frequently happens that the purchasing power of a large establishment will enable it to buy what is called a "job" of goods from some dealer or manufacturer at a price so low that the merchandise can be offered at prices far under the regular prices and still show the regular profit to the store. However, in honestly conducted and truthfully advertised stores, the bargain offer is more frequently made at a loss of a part of the usual profit; sometimes, at a loss of all the profit; and occasionally, but rarely, at an actual loss.

It is plain, therefore, that if a store advertises nothing but bargains and sells nothing but advertised goods, it will not do a profitable business, although it may be crowded with customers from morning until night. The advertising man must never forget that a busy store is not necessarily making money; this depends entirely on what the customers are buying. This fact is often overlooked even by department-store proprietors themselves until they are reminded by the sheriff that it is easier to draw a crowd than to make money out of it.

30. Bargains Used as Attractions Only.—The whole theory of bargain advertising, therefore, is to attract customers in order to sell them other goods than those advertised, on which a profit can be made. In a broad sense, bargain offers are best used to make the store popular. A constant hammering on the lower price is supposed to create a general impression on the public that everything in the store is cheaper than it can be had elsewhere. Thus, when a woman, especially of the type B, wants goods of any kind, she goes to the store that has a reputation for underpricing, no matter whether the goods are actually advertised that day or not; and it is on the regular sales so made that the store makes its profits.

31. Developing of Bargain Hunters.—The theory mentioned in the preceding article often works to perfection in practice. But where active competition exists, as for instance, when there are two or more Class B stores in the same town, each hammering away on the bargain principle, this style of advertising is likely to develop a class of so-called "bargain hunters"; that is, it will teach the public to wait until the goods actually desired are advertised at a bargain price. In such a case, the business will go to the store that advertises the strongest bargains and the greatest number. The rivalry thus developed is unfortunate for the stores, as none of them can spare the space nor the energy to push regular goods in their advertising. In order to make their profits, it is necessary either to exaggerate the values or to "switch" customers to regular-priced goods when they come in for the bargains.

To such an extent is "switching" carried on by stores that have long been addicted to the "nothing-but-bargains" advertising that some of them have a standing rule to the effect that a salesperson that makes a practice of selling to a customer the goods actually advertised will be dismissed. It is scarcely necessary to add that these stores are not doing a dignified nor an increasing business.

Bargain advertising of this kind must, in the long run, be disastrous to any store that practices it. Faced with this dilemma, the best store managers and the most successful advertising managers (for the two must work hand in hand) are those who can best combine the presentation of regular-priced goods with bargain attractions.

MIDDLE CLASS OF ADVERTISING

32. The happy medium between lifeless or dignified quality advertising and injurious bargain advertising is *Class C*, which may be called the **middle**, or **common-sense, class.** This method is the one that is followed today by the most successful stores, and it is these stores that are listed in this Section as Class C, or middle-class, establishments. Class C advertising, now produced by the most prominent and highest-salaried advertising men, is very rapidly displacing all other kinds, especially in the larger cities. While it is well to be prepared to produce any kind of advertising that is demanded of him, the ad-writer must be especially versed in the principles of Class C advertising. It is beyond doubt the most successful style, because it is based on good business principles, but it is infinitely more difficult than either the colorless Class A or the highly colored Class B style. Class C advertising requires in the advertiser a high degree of judgment, a thorough knowledge of human nature, and, in its best examples, much literary ability. However, all these essentials are possible to any one that will take the time to study and acquire them, and the rewards, as in the successful accomplishment of all difficult pursuits, are certain and adequate.

PREPARATION OF ADVERTISEMENTS

COLLECTION AND SELECTION OF MATERIAL

METHODS FOLLOWED BY ADVERTISING MEN

33. The question of advertising policy and style having been determined, the next important questions are what is to be advertised, how the material is to be found by the advertising manager, and what considerations shall govern his choice of matter, when choice is necessary.

34. Getting Copy From Buyers.—In ample time, before the advertisement is to appear—a time depending on circumstances, which will be discussed further on—the advertising manager must collect from the buyers the items that are to be featured. Usually, the buyers themselves will attend to this; sometimes, however, to the embarrassment of the advertising man. In all stores there are certain buyers that are keenly alive to the value of advertising. These men or women require no "prodding"; they will flood the advertising office with matter for publication, often to the exclusion of other departments, the buyers of which are not so eager nor so progressive. It is the duty of the advertising manager to regulate this matter so that all departments in need of advertising will get it.

35. Taking Care of Weaker Departments.—As a general rule, the stronger departments do not need so much advertising as the weaker ones, yet it is usually the strong departments that try to get the lion's share, partly because they have more to talk about and partly because they are usually controlled by stronger and more aggressive buyers. The task before the advertising man is to build up the weaker

departments without sacrificing any of the growth of the stronger ones, and it is one that requires skill and thought.

36. Merchandise as the Controlling Factor.—Advertising alone will not build up a department; it is the *merchandise* that really governs the situation. If a department is weak because it does not have the right goods, all the advertising in the world cannot help it much. This condition is one for the general management rather than for the advertising man, although the latter should never hesitate to do what he can toward criticism and improvement.

37. Advertising Man as a Critic of Merchandise. The most prominent advertising men today are those who combine with their advertising work a good knowledge of merchandise and a keen eye for detecting faults. The more the advertising man can, by criticism and suggestion, do toward improving the merchandise, the more valuable he is to the store. In all stores, he is given great rights and powers on these lines, provided he is competent to exercise them, and in many stores, he himself is the merchandise critic. If, then, a department is weak because of its merchandise, the advertising man should first of all try to secure improvement. If the merchandise is good and is worthy of being advertised, he should advertise it. If the buyer of a department does not come to the advertising man, the advertising man himself must go to that department and inject some energy into it.

38. Keeping Informed on Conditions.—Of course, the advertising man should keep thoroughly informed on what every department is doing. He should keep his finger, so to speak, on the pulse of the store as carefully as the manager himself does. In practice, however, it will usually be found that the manager will take care of this end of the task, and will either supply the advertising man with a list of the daily sales or will tell him from time to time what departments need pushing. It is with a thorough understanding of what each department is doing and ought to be doing that the advertising manager accepts his copy from the

buyers and prepares to lay out his daily advertisements; sometimes, however, the system provides that this be done on specific instructions from the management.

39. Pushing of Sales.—The mere fact that the buyers should and usually do supply the advertising man with information does not relieve him from the duty of exercising independent action when circumstances require it. If, as has been stated, a buyer does not now and then come to the advertising office clamoring for publicity, the advertising man must, if the department needs publicity, go to the buyer and clamor for "leave to print."

40. "Slow" Goods.—It is the advertising man's duty to supply the inspiration and energy that the buyer may lack. In a certain department, for instance, there is a line of goods that does not sell. The advertising man may see the goods lingering beyond their time, or his attention may be called to them by the buyer or the merchandise man. It is the duty of the advertising manager to sell these goods, and at the full price if he can. In this case, there is no reason for advertising the goods except the desire to sell them; that is, there is no reason that will appeal to the reader. The advertising man must be prepared to meet such an emergency with selling suggestions that will either furnish an incentive to the public to come in and buy or at least furnish some good, or apparently good, reason for advertising them.

41. Methods of Getting Out Slow Goods.—It is, of course, impossible to supply suggestions that will cover the entire problem of disposing of slow goods, for no two cases are likely to be the same. Again, the advertiser must depend on his own wit and ingenuity, without some measure of which he cannot hope to succeed. Some examples may be given, however, as illustrations of the way this frequent emergency has been met.

A certain very "loud" pattern in ribbons did not sell. The advertising manager, being appealed to, suggested that the ribbon be made up into bows and placed on straw hats for children. The hats were then advertised and sold at a low price.

A store had a large quantity of low-priced silk in an "off" color—a rather brilliant blue. The bright color made it unsalable as a material for dresses or petticoats. In this case, the advertising manager suggested that the silk be transferred to the blanket department and made up into comfortables, which were then sold at a special price.

A New York store had a line of women's shoes that did not sell readily because they had unusually heavy soles. They might have sold in midwinter, but the advertising manager was asked to push them out in July. As it was the beginning of the vacation season, he advertised them as "Stout shoes for mountain climbing and country wear" and sold them in a week.

42. Lowered Price as a Selling Argument.—While such schemes as the foregoing are often valuable, and while the advertising man must suggest them when possible, the argument that is most direct and effective is unquestionably a *lowered price.* It is well to find some good excuse for lowering the price other than the unsalability of the goods, but if there really is no other reason, give *that.* Say frankly, "These goods were bought by us to sell at a dollar" (or whatever the original price was); "we thought them worth a dollar, and still think so, but apparently you do not agree with us. Very well, take them at 50 cents, but get here early if you want one."

COPY FURNISHED BY BUYERS

43. Kinds of Copy Furnished by Buyers.—In most cases, the buyer will supply selling talk for his department in some form or other. The copy received from the departments will vary in character, just as the temperaments or abilities of the buyers themselves vary. Some of the copy furnished will be very carefully studied out and cleverly written, and again some of it will be hastily and carelessly prepared. Occasionally, but not often, items will come up to the advertising office in a form that can go into the advertise-

ments without changing a word. Other items will be outlined in a way that will leave even the most experienced advertising man in doubt as to what the buyer is talking about. The two examples that follow were selected from copy furnished to the advertising manager of a large New York store, and will serve to show both the best and the worst forms of copy that may be expected.

EXAMPLE 1.—*Mr. Advertising Manager:* — Please advertise on Tuesday night, for Wednesday's selling, a special lot of 200 women's coats that have just come in. They are in the receiving room now and you can look at them. All of them are heavy winter coats for every-day use in cold weather and are made of an all-wool cheviot in black and navy blue, with a warm interlining and a lining of Venetian serge that will last as long as the coat will. Silk sleeves, that slip on easily. Coats are 52 inches long; cut in a new and sensible double-breasted model; stylish and warm. A woman can wrap herself up in one of these and laugh at the weather. They are very prettily braided; really very handsome coats. We have been selling coats exactly like these for $18.50, but the maker needed money pretty bad and I got this lot at a third less than his regular price. We'll sell them at $12.50. Give me a good picture and big space. Good thing for business women and those who have to be out evenings.

JOHN JONES, *Buyer*

This memorandum is good copy; almost any one could construct a telling advertisement from such vivid and comprehensive details.

Now observe a memorandum from another buyer—one that has little or no idea of what is good advertisement copy.

EXAMPLE 2.—Women's suits in a new style, greatest value ever offered. Advertise them Tuesday for Wednesday at $20.

JOHN SMITH, *Buyer*

In the case of example 1, the advertising man need see the goods only to verify the buyer's claims for them (he should invariably examine the goods). In the case of example 2, no guidance at all is given; the advertising man must examine the suits himself and collect the facts that will make them sell.

44. Securing Data by Questioning the Buyers. The advertising man can collect his facts best by a sort of

cross-examination of the buyer that fails to provide the proper data. In the case of the suits, for example, the advertising man should take up the separate pieces and, while examining them, he should ask the buyer questions about the cloth, the color, the style, the collar, the lining, the stiffening, the buttons, the plaits, the hem of the skirt, the workmanship, and various other features of the garments that will interest women. If the advertising man does not make it too apparent that he is searching for selling points, but asks questions and talks more as a shopper would, the buyer is more likely to give out the real information about the goods and tell why they can be offered at the exceptional prices.

If the advertising man finds that the price of the goods offered is very low he should learn just why the price has been cut. Are they going out of style? Are some of the sizes missing? Are they the entire output of a manufacturer, bought at a very low figure? Are they from the stock of a bankrupt former competitor? Whatever the exact reason is for the cut in price, the advertising manager must ascertain it.

If the buyer says the goods are especially fine, the advertising man must question him to find out just what constitutes the high quality.

45. Amount of Writing Done by Advertising Managers.—How much actual writing the advertising man will have to do depends on himself, the size and character of his staff, and the kind of copy his buyers furnish. Some department-store men have very little copy written by the buyers, preferring to have their own writers get information from the buyers and then do the actual writing themselves. Other department-store men follow the plan of letting buyers write just as much copy as they will; then they modify, add to, and improve this copy as much as possible. Still other advertising men follow both systems, assigning writers to the department of buyers that are not good at preparing advertising data.

Where the advertising man has no staff, he, of course, does a great deal of writing; where he has a very capable staff, he may content himself with writing introductions, preparing copy for the departments that are to be featured, and editing the entire advertising thoroughly, eliminating, adding, and improving.

Some men new in department-store work make the mistake of doing practically no writing, but use buyers' copy just as it is sent in. This practice is a confession of weakness.

FORMING THE ADVERTISEMENT

46. Making the Layout.—The advertising manager, having received from the buyers, or having collected of his own accord, the material for an advertisement, now approaches the task of putting the copy into type and before the public.

The first step, after the advertising man has locked himself in his office, is to take the collected material and go over it carefully. It will be necessary to decide what items deserve the largest spaces and the best positions; that is, the "feature" items, as they are called, will have to be selected. After this, it will be necessary to decide which items may be omitted altogether, as not worth advertising, or which ones may best be sacrificed in order to give room to matter of greater importance. The final task, before writing the advertisement, is to consider the arrangement of the various items into a well-balanced and composite whole; that is, to make a layout.

47. Giving Prominence to All Departments.—It must not be assumed that because some items are of less importance than others the ad-writer is justified in hiding them. As a matter of fact, careful attention must be given them in order to prevent them from being overshadowed by the features. It is the duty of the ad-writer to arrange the items so that any part of the whole advertisement will be instantly apparent to any one that may be looking for that



An advertisement that exhibits the great variety of goods carried by a modern department store. It also illus departments. This advertisement is overcrowded and overillustrated—t



Page 13

...strates some of the difficulties that beset the task of laying out and properly displaying such a large number of ...ne alternative accepted by the advertiser instead of omitting departments

§ 16 10790


THE CHICAGO TRIBUNE: SUNDAY, APRIL 5, 1908.

FLATTERS ABROAD INVADING HOMES.

The Fair

EASTER

Easter sale of gloves

NOTEWORTHY reductions in gloves suitable for confirmation and Easter wear—all specially priced for Monday

60c 1.00 1.25 75c 12c 25c 39c

Neckwear and veilings

19c 19c 48c 1.95 39c 25c

IT WOULD indeed be a difficult task to describe in one word: but, if any one word could do so, that factor, even to the smallest detail, that goes to make is embodied in our many thousands of special offerings overlooked. The immense assortment of dependable spring and summer fashions, and the very low money should prove of intense interest to the person of are a direct appeal to your pocketbook—an appeal

Men's clothing at 14.75

14.75

Boys' blue and black Easter suits.

3.95

Exquisite Easter millinery

$5

Neckwear

50c 1.00

Art needlework

39c 25c 20c 16c 8c 10c

Athletic goods

12.50 3.65

Dry goods extra

A very special Easter

MONDAY we offer for sale what a personal inspection fashionable spring suits, from a quality and style point of

$10

Seeds & bulbs

12c 10c 21c

Bedding

37c 10c 95c 1.50 39c 39c 95c

Notion sale

1c 2c 2c 3c 4c 7c 15c 15c

Easter candies

25c

Easter showing of stylish

Seasonable silks

Wool dress

19c 50c 50c

Monday's grocery items

Extraordinary china sale

Thousands of dollars' worth of manufacturers' advance samples

Choice selection of exclusive new designs

A rare chance

Just the thing

No duplicates

new shapes and designs

10c, 25c, 50c, 75c, 1.00, 1.50, 2.00, 2.50

Shelf paper

25 YARDS

5c

Leather goods

39c

Easter sale of springtime

95c 35c 23c 49c 4c 95c 10c 3c 8c 45c 15c 15c

Fi

A fine advertisement carefully laid out and set up. The panel borders were not so d


THE CHICAGO TRIBUNE: SUNDAY, APRIL 5, 1908.

EVERYBODY HAS PICTURE TAKEN

The Fair

SALE

ESTABLISHED IN 1875 STATE, ADAMS AND DEARBORN STREETS

...cribe the great possibilities of this Easter Sale ...o, that word would be COMPLETE. Every ...o make a sale a success from every standpoint ...ings for tomorrow Not one thing has been ...able merchandise, the grand display of correct ...ry saving prices at which the goods are marked ...thrift and good taste. Tomorrow's offerings ...s that you cannot afford to overlook.

Easter hosiery specials

19c 45c 10c 25c

Special Easter ribbon sale

Footwear for Easter

2.95 1.95 85c 10c

Spring underwear offers

85c 19c 39c 39c 85c 17c 39c

...sale of spring suits

$15

White goods

8c 29c 95c

Great comb sale

21c

Spring laces

1c 29c 39c 25c

Easter hats

4.00 3.00

...dress and wash fabrics

19c 19c 45c 25c 1.00 39c

Woodenware

10c 18c 70c 5c 49c 25c 9c 23c

Lace curtains

21c 1.00 2.00 3.00 5c

Baby go-carts

5.95 7.95

In drug store

...necessities in basement

15c 9c 15c 12c 33c 15c 45c 12c 12c 21c 5c 50c

Special rug bargains

6.00 17.50 1.95

Carpet specials

45c 25c 50c 16c 2.50

Oriental rugs and carpets

24.50 9.50 1.75 3.95 150.00

Two lines of furniture

7.95 2.95

New spring wall paper

35c 4c 10c 2c

Fig. 14

...rk as they appear in the reduction, and the panel headlines stood out very prominently

line of goods, while the feature departments must fairly shriek for attention. To use an expression originating with a well-known New York advertising man, "the feature departments are made so that they *must* be seen, while the others are made so that they *may* easily be seen."

A great many buyers will insist on getting a position at the top of the advertisement, but the fact is that the position at the top is not essential to prominence if the layout is carefully made, as may be seen by referring to Fig. 11.

48. Importance of the Layout.—A good layout should give an attractive general effect and at the same time display each department in such a way as to make it easily seen. An arrangement like this is of more importance than may be imagined at first thought. A carefully arranged, well-displayed, department-store advertisement invites attention as a whole, while an advertisement carelessly laid out, with its items thrown together in a confused manner, is not only unattractive in its general effect but usually wasteful of space and weak in its display of the smaller items. This is clearly illustrated in the advertisements shown in Figs. 12, 13, and 14.

49. Proper Person to Make Layouts.—It is the practice of some department-store advertising men to send their copy to the printer with no instructions, or very little, as to layout and arrangement. This is a lazy and inefficient way, and is almost certain to produce unsatisfactory results. This important detail should always be taken care of by the advertising man.

50. Giving Prominence to Small Items.—In making a layout, as has been stated, the best plan is to give attention to the smaller items, as the "features" will usually be big enough to take care of themselves. Emphasis and prominence are given to these small items by the judicious use of position, paneling, white space, and display. A careful study of the various examples in this Section, particularly those shown in Figs. 15, 16, 17, and 18 will bring out this fact clearly.



FIG. 11

Note that although the upholstery section is at the bottom of the advertisement, its paneling and display make it prominent



FIG. 12

An example of a careless and improperly divided arrangement of items. The effect is jumbled and unpleasant—nothing stands out with striking prominence. The use of column rules of the same size as the panel rules adds to the confusion. Contrast with Figs. 18 and 19

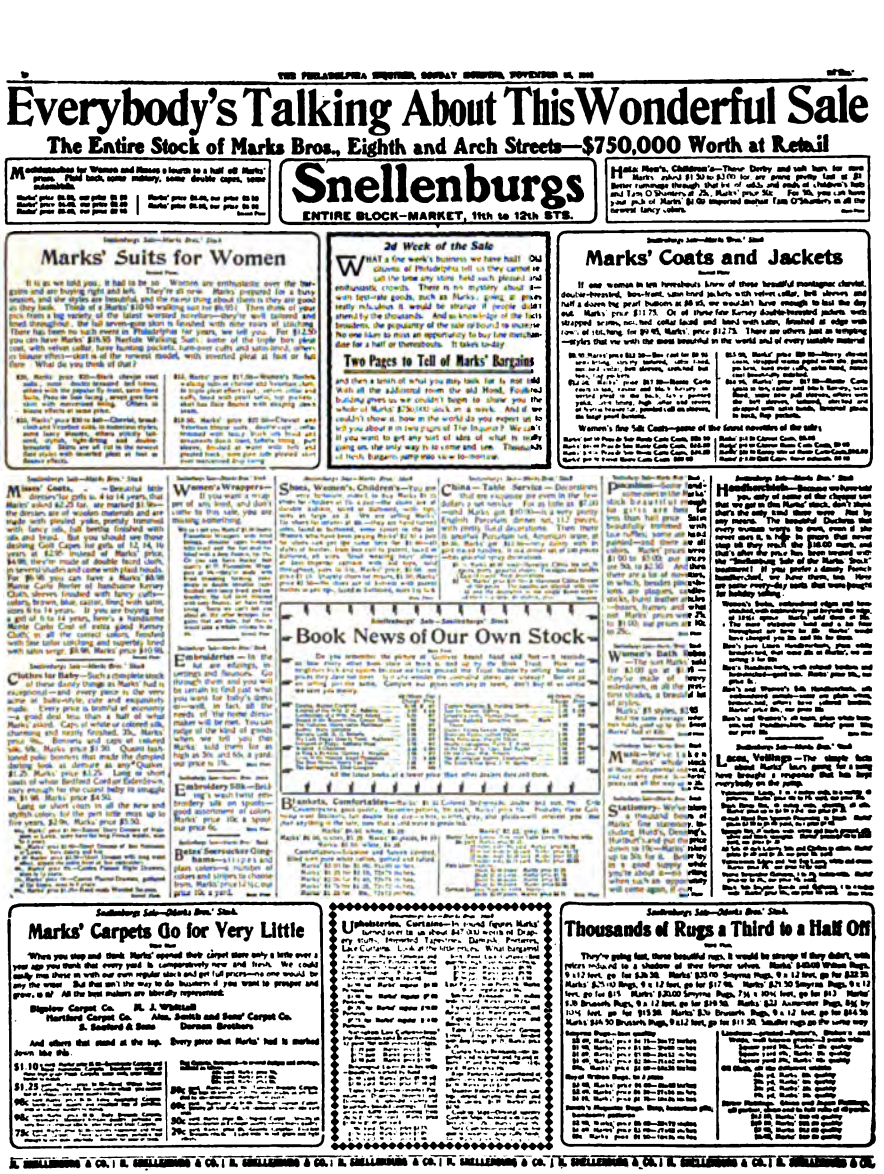
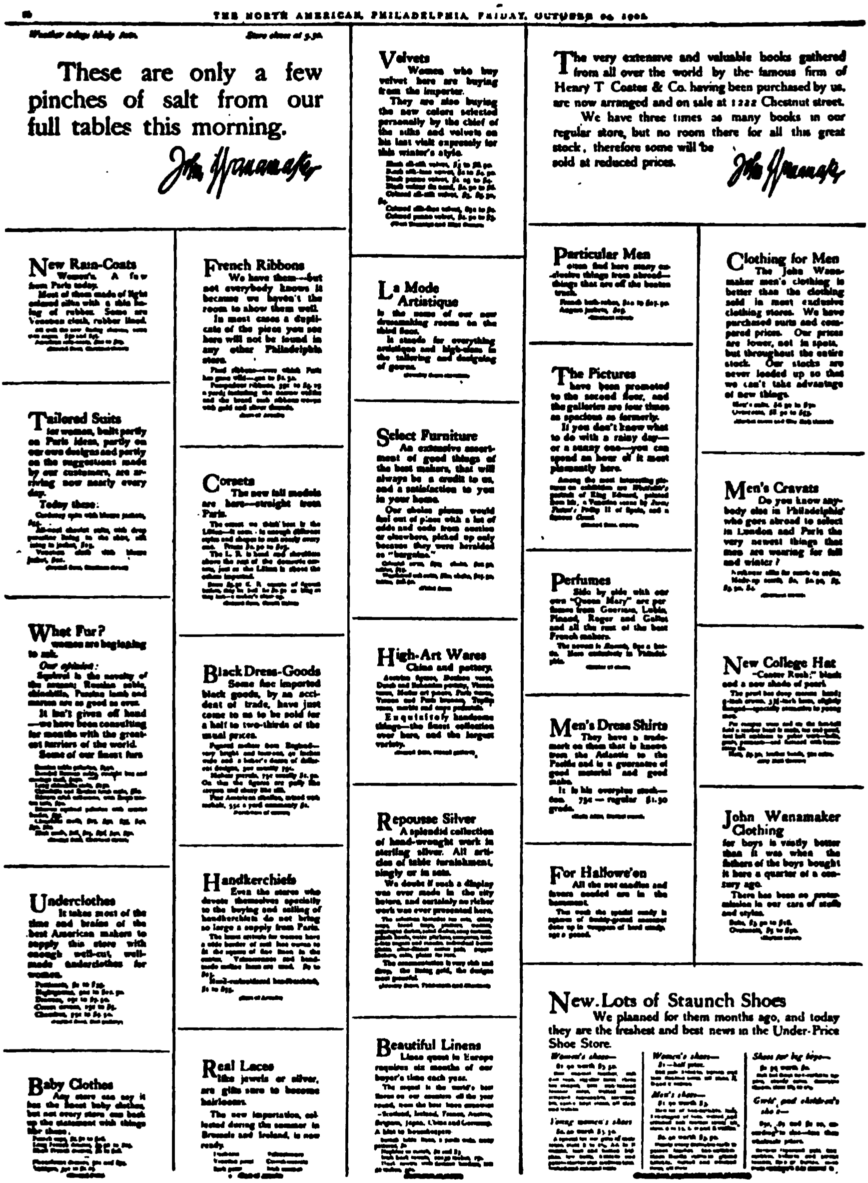


FIG. 15

A well-balanced display. Note the effect of the paneling in giving special prominence to certain portions of the advertisement



THE NORTH AMERICAN, PHILADELPHIA, FRIDAY, OCTOBER

These are only a few pinches of salt from our full tables this morning.

John Wanamaker

Velvets

Women who buy velvet here are buying from the importer.

They are also buying the new colors selected personally by the chief of the silks and velvets on his last visit expressly for this winter's style.

The very extensive and valuable books gathered from all over the world by the famous firm of Henry T Coates & Co. having been purchased by us, are now arranged and on sale at 1222 Chestnut street.

We have three times as many books in our regular store, but no room there for all this great stock, therefore some will be sold at reduced prices.

John Wanamaker

New Rain-Coats

Women's. A few from Paris today.

Most of them made of light colored silks with a thin lining of rubber. Some are Venetian cloth, rubber lined.

French Ribbons

We have them—but not everybody knows it because we haven't the room to show them well.

In most cases a duplicate of the piece you see here will not be found in any other Philadelphia store.

La Mode Artistique

is the name of our new dressmaking rooms on the third floor.

It stands for everything artistique and high-class in the tailoring and designing of gowns.

Particular Men

often find here many exclusive things from abroad—things that are off the beaten track.

Clothing for Men

The John Wanamaker men's clothing is better than the clothing sold in most exclusive clothing stores. We have purchased suits and compared prices. Our prices are lower, not in spots, but throughout the entire stock. Our stocks are never loaded up so that we can't take advantage of new things.

Tailored Suits

for women, built partly on Paris ideas, partly on our own designs and partly on the suggestions made by our customers, are arriving now nearly every day.

Today these:

Corsets

The new fall models are here—straight from Paris.

Select Furniture

An extensive assortment of good things of the best makers, that will always be a credit to us, and a satisfaction to you in your home.

Our choice pieces would feel out of place with a lot of odds and ends from auction or elsewhere, picked up only because they were heralded as "bargains."

The Pictures

have been promoted to the second floor, and the galleries are four times as spacious as formerly.

If you don't know what to do with a rainy day—or a sunny one—you can spend an hour or it most pleasantly here.

Men's Cravats

Do you know anybody else in Philadelphia who goes abroad to select in London and Paris the very newest things that men are wearing for fall and winter?

What Fur?

women are beginning to ask.

Our opinion:

Squirrel is the novelty of the season; Russian sable, chinchilla, Persian lamb and marten are as good as ever.

It isn't given off hand—we have been consulting for months with the greatest furriers of the world.

Some of our finest furs

Black Dress-Goods

Some fine imported black goods, by an accident of trade, have just come to us to be sold for a half to two-thirds of the usual prices.

High-Art Wares

China and pottery.

Exquisitely handsome things—the finest collection ever here, and the largest variety.

Perfumes

Side by side with our own "Queen Mary" are perfumes from Coudray, Lubin, Pinaud, Roger and Gallet and all the rest of the best French makers.

New College Hat

Men's Dress Shirts

They have a trade-mark on them that is known from the Atlantic to the Pacific and is a guarantee of good material and good make.

It is his overplus stock—don, 75c — regular $1.50 grade.

Underclothes

It takes most of the time and brains of the best American makers to supply this store with enough well-cut, well-made underclothes for women.

Handkerchiefs

Even the stores who devote themselves specially to the buying and selling of handkerchiefs do not bring so large a supply from Paris.

Repousse Silver

A splendid collection of hand-wrought work in sterling silver. All articles of table furnishment, singly or in sets.

We doubt if such a display was ever made in the city before, and certainly no richer work was ever presented here.

John Wanamaker Clothing

for boys is vastly better than it was when the fathers of the boys bought it here a quarter of a century ago.

There has been no procrastination in our care of stuffs and styles.

For Hallowe'en

All the nut candies and favors needed are in the basement.

New Lots of Staunch Shoes

We planned for them months ago, and today they are the freshest and best news in the Under-Price Shoe Store.

Baby Clothes

Any store can say it has the finest baby clothes, but not every store can back up the statement with things like these.

Real Laces

like jewels or silver, are gifts sure to become heirlooms.

The new importation, collected during the summer in Brussels and Ireland, is now ready.

Beautiful Linens

Linen quest in Europe requires six months of our buyer's time each year.

The sequel is the world's best linens on our counters all the year round.

FIG. 16

Strong but refined display effected by the liberal use of white space. An artistic border would relieve the extreme plainness of this advertisement

Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers | Gimbel Brothers

Fourth Annual Upholstery Sale

8000 Remnants and Makers' Samples : Half Price

Irish Point Lace Curtains— | Irish Point Lace Curtains— | Real Brussels Point Lace Curtains— | Real Brussels Point Lace Curtains—

Carpets : Some Very Strong Bargains

If you who read are in the business world you'll understand the trouble we have with carpets. The manufacturing business is so good that the looms can scarce meet the demand. This encourages the makers to mark the prices up several cents a yard—and to repeat the experiment when they feel the market will stand it.

The advance of price are the least of our worries. Trouble is we can't get concessions—and it is almost impossible to pick up worthy goods at real savings.

It will be so for months to come.

Hence, when we offer bargains like the following they are worth coming for—and quickly.

These carpets are regular standard goods in every way—

$1 a yard for $1.40 Royal Axminsters

There are twenty really fine styles—ten of them matched with border at the same price.

60c a yard for 70c and 80c Tapestry Brussels

There are thirty-five good styles—some of them really artistic. Nineteen are matched with border

One-of-a-Kind Metal Bedsteads Reduced

Fourth Less Than Regular Prices

Brass Bedsteads— | Enameled Bedsteads—

Women's Long Coats at $10

"Used" Pianos
VERY GREAT BARGAINS

Square Pianos

Upright Pianos

Walking Skirts

Envelopes

Girls' and Boys' Hats and Caps

45c for $1 and $1.50 Values
65c for $2 and $2.50 Values

Women's Waists: For Winter Wear

Boys' Sailor Suits

Special Provision for Stout Boys—

An Interesting Sale of Silks

Wanted

Pure Food Store

Linings

6c a yard

Exclusive Dress Fabrics

Hosiery and Underwear BARGAINS

25c a pair: Men's or Women's

1200 Men's 75c Night Shirts at 50c

The Best Dollar Fancy Shirt of Any

Gimbel Brothers

Market Street : Ninth to Eighth

FIG. 17

Another example of the "unbalanced" style of arrangement. The Gimbel advertisements are fine examples of effective copy, but rarely show any attempt at symmetrical display

Broadway, 33d to 34th Street

Until further notice, the Store will open at 8.30 A. M.

Saks & Company

We are Agents for the Butterick Patterns

Broadway, 33d to 34th Street

We will place on sale MONDAY, at special prices,

Ribbons.

Double-face Satin Liberty, Satin Charmeuse and Moire Antique, 4½ to 6½ inches wide, in black, white and all the light Spring shades; in quality and design they are specially adapted for the new sashes.

Lot No. 1—Value 75c. per yd. At 25c
Lot No. 2—Value 98c. per yd. At 39c
Lot No. 3—Value $1. per yd. At 53c

The new Spring weaves and shades have already found a place in this Department. They embrace Warp Prints, Persians, Plaids, Brocaded effects, Fancy Stripes, Satin Edge Crush and Chameleon Ombre effects designed for millinery, dress and bodice trimming. Sashes, which promise to find universal favor this Spring, are also here. These of plain wide ribbon, with large individual figures on the ends, are among the novelties

MAIN FLOOR, CENTRE

We will place on sale MONDAY, at special prices,

Sheets and Pillow Cases.

Sheets, 2½ by 3½ yards, hemmed. Value 65c. At 49c
Sheets, 2 by 3½ yards, hemstitched. Value 89c. At 69c
Pillow Cases, 42 by 36½ in., extra hemstitched hem. Value 17c. 20c. At 12½

We will place on sale MONDAY, at special prices,

MANUFACTURERS' SAMPLES OF Muslin Underwear,

Embracing the new Spring styles; of Nainsook, Cambric and Muslin, with trimmings of lace, embroidery, tuckings and hemstitching in exquisite effects, at one-third to one-half of regular values.

NIGHT ROBES, at 50c, 98c, $1.50, $1.98, $2.98 to $5.98
CHEMISES, at 98c, $1.50, $1.98 and $2.98
CORSET COVERS, at 25c, 50c, 75c, 98c and $1.25
DRAWERS, at 45c, 75c, 98c, $1.25 and $1.98
SKIRTS, at 98c, $1.50, $1.98, $2.98 up to $4.98

THIRD FLOOR

We will place on sale MONDAY, at special prices,

Bed Quilts.

Marseilles Quilts, five designs from which to choose, Value $7.50 At $1.79

Fringed Quilts, colored, with white, light blue, pink, red or navy borders. Value $1.50. At $1.15

SECOND FLOOR

We will place on sale MONDAY, at special prices,

Upholstery.

CURTAINS

Of Antique Muslin Applications, Renaissances and Brussels. Values $5.00 to $6.00 per pair. At $3.75

Of Antique Point, Irish Point and Brussels. Value $6.50 to $8.00 per pair. At $4.95

Of Allover Applications and Renaissances. Value $9.50 to $12.50 per pair. At $7.50

In conjunction with the above we will offer curtains of Renaissance, Point d'Arabe, Marie Antoinette, Brussels, Cluny and Louis XIV. design, at $9.00, $14.50, $18.50, $22.50 and $27.50 per pair. They are all special values. The best grade of these styles will also be offered at prices ranging from $45.00 to $185.00 per pair

SOFA CUSHIONS

24 inches square, covered with Oriental striped tapestries, corded borders, filling of silk floss. Value $8c. At 59c

In addition to the above special offerings, we have a complete assortment of fine Lace Curtains, Nouvelumes, Bed Sets, Portieres, Couch and Table Covers and drapery fabrics by the yard, suitable for wall coverings, hangings and furniture coverings. Also, a large assortment of Screens, Mission and Grass Furniture, Window Seats and Taborettes, Brass and Iron Beds and Bedding. We are prepared to accept and execute orders for Shades, Slip Covers, Cottage Furnishings and all manner of interior drapery decorations. Designs and estimates submitted on application.

SIXTH FLOOR

We will place on sale MONDAY, at special prices,

Table Linens.

PATTERN TABLE CLOTHS.

Double, Satin Damask patterns of fine quality, silk yarn weft.

2½ yards length. Value $7.98. At $4.75
3 yards length. Value $9.98. At $5.75
3½ yards length. Value $10.98. At $6.75
4 yards length. Value $11.98. At $7.75
4½ yards length. Value $13.98. At $8.75
5½ yards length. Value $16.98. At $10.75

NAPKINS TO MATCH.

Three-quarter size. Value $5.98 per dozen. At $4.25
Five-eighth size. Value $7.98 per dozen. At $5.98

SECOND FLOOR

Our New Departments

Will Be at Your Service on Monday.

Silks	Dress Goods	Bed Linen
Velvets	Trimmings	Rugs
Laces	Linens	Upholstery
Linings	White Goods	Embroideries
Notions	Wash Goods	Art Embroideries
Nappery	Blankets	Objects of Art

IN their institution, we have adhered to our standard of merchandise. It begins where merit does, and ends with the best. Each Department presents an introductory offer Every effort has been strained to make them worthy of the occasion. They are indicative of the fashion in which the Departments will serve you. You may accept their predecessors with which we founded our business as a criterion.

An Important Sale of Umbrellas

FOR MEN AND WOMEN.

Its organization required much shrewdness and diplomacy. The result justified the effort. We have secured the entire product of a maker who is famed for the sturdiness of his umbrellas. The price concession was most generous. The superiority of material is self-evident. Also the good taste expressed in the handles. Here are the details —Best Paragon frames, steel rods, taffeta silk, handles of pearl, sterling silver, gold, royal copper, carved and smoked ivory, agate, gun metal, crystal and fancy woods in a variety of shapes and designs, including the new straight English club. Sizes 26 and 28 inch. They are divided into three lots, all of which include the above handles.

Lot No. 1. Usual Silk Taffeta, very strong. Values $2.75 to $3.00. At $1.95

Lot No. 2. Of All-Silk Gloria. Values $3.50 to $4.00. At $2.95

Lot No. 3. Of All-Silk Serah. Values $4.50 to $5.00. At $3.85

MAIN FLOOR, 34TH STREET SIDE

An Important Sale of Sterling Silverware

AT HALF PRICE.

They are exhibit models. One of the best known smiths wrought them. Every piece is 925-1000 fine, of heavy weight. Besides their intrinsic value, they express the highest type of the silver-worker's art. The designs are new, and include the Art Nouveau. They are offered at about one-half the prices for which they are usually sold. The articles embrace Hair Brushes, Mirrors, Combs, Boxes, Cloth and Hat Brushes, Nail and Tooth Brushes, Whisk Brooms, Shaving and Infants' Brushes, Scissors, Writing-Desk Requisites, Manicure Pieces, Toilet Articles and small silver Novelties. They are divided into twelve lots as follows:

Lot No. 1—Values 65c. and 75c. At 35c
Silver Inlaid Drinking Cups, Manicure Pieces, Memo Tablets, Book Marks and Vinaigrettes.

Lot No. 2—Value 75c. At 38c
Nail Brushes, Combs and Manicure Pieces.

Lot No. 3—Value $1.00. At 48c
Bonnet and Hat Brushes, Whisk Brooms, Combs, Manicure, Vinaigrettes, Shaving Brushes, Manicure Pieces and Cuticle Cutters.

Lot No. 4—Values $1.00, $1.25 and $1.50. At 63c
Cloth, Bonnet, Hat and Infants' Brushes, Whisk Brooms, Buffers, Nail Brushes, Combs, Scissors, Shaving Brushes, Manicure Brushes, Vinaigrettes and Allsilver Lockets.

Lot No. 5—Values $1.50 to $1.75. At 98c
Cloth, Bonnet, Hat and Infants' Brushes, Scissors, Manicure Pieces, Cuticle Knives and Nail Brushes.

Lot No. 6—Values $1.75 to $2.00. At $1.10
Cloth, Hat, Bonnet and Infants' Brushes, Manicure Pieces, Whisk Brooms, Combs, Scissors and Shaving Brushes.

Lot No. 7—Value $2.25. At $1.30
Manicure Pieces, Whisk Brooms, Shaving, Cloth and Hat Brushes.

Lot No. 8—Value $2.50. At $1.50
Cloth and Hat Brushes, Whisk Brooms and Shaving Hat Brushes.

Lot No. 9—Value $3.00. At $1.98
Handle and Shaving Hat Brushes and Mirrors.

Lot No. 10—Value $3.75. At $2.00
Handle and Shaving Hat Brushes and Mirrors.

Lot No. 11—Value $5.00. At $2.98
Handle and Shaving Hat and Cloth Brushes and Mirrors.

Lot No. 12—Values $7.00 to $11.00. At $4.98
Handle and Shaving Hat Brushes and Mirrors.

MAIN FLOOR, CENTRE

The New Millinery.

Our designers have just returned from Paris. They brought with them all the newest ideas of the far-famed Parisian masters. If you would see them most tastefully and cleverly expressed you need but pay our department a visit. You will find the most exquisite creations imaginable. They are designed for present wear. If they tempt you to ask the prices you will find them moderate

Notions and Trimmings.

We have organized these two departments with a distinct purpose: to make them complete and replete with every requisite usually found within their precincts—and a few besides. Their chief claim to usefulness is greater than that, though. It's the dependable quality of everything which they offer. Whether the article be great or small, rest assured it is so good as you can find anywhere, cost considered.

We will place on sale MONDAY, at special prices,

Oriental Rugs and Carpets.

Anatolian Mats of rich designings and harmonious effects. Value $4.00. At $2.50

Kurdistan Rugs, average size 4 ft. by 7 ft. Values $7.50 to $8.50. At $4.50

Shirvan Rugs, 3 ft. 3 in. by 5 ft. 6 in. Values $12.00 to $15.00. At $10.50

Mosul Rugs, some 3 ft. 11 in. by 7 ft. 6 in. and 4 ft. 3 in. by 7 ft. 6 in. to 4 ft. by 7 ft. Values $25.00 to $30.00. At $19.75

Our collection of Oriental Rugs is one of the rarest. Its chief claim to distinction lies, not in numbers, but in its richness and exclusiveness. It represents the life work of an Orientalist who's versed in the mystic symbolism as expressed in Oriental Rugs. They include Tabriz, Khorassan, Kermanshah and three of silks, ranging in prices from $350 to $5,750.

Anatolian Silk Rugs, average size 4 ft. by 6 ft. Values $45.00 to $60.00. At $30.00

Tabriz, Kerman, Sarab and Sehna Rugs, some 5 ft. by 7 ft. 6 in. to 6 ft. by 9 ft. Values $80.00 to $115.00. At $73.50

Antique Persian Carpets in perfect condition, beautiful soft colors, some 6 ft. by 10 ft. to 10 ft. by 13 ft. Values $140.00 to $200.00. At $113.00

SIXTH FLOOR

We will place on sale MONDAY, at special prices,

Spring Suits and Skirts for Women.

Tailor-made Suits

Of Black or Blue Cheviot Cloth, fancy worsted, and mixtures of stitched Taffeta, blouse effects with tucked and silk drop skirt. Value $50.00. At $27.50

Dress Skirts

Of Taffeta, new, entirely new models, trimmed with Taffeta Silk, over silk drop skirt. Value $60.00. At $17.50

Walking Skirts

Of Cheviot, Outings, Bedfordcord and Homespuns, in black, blue, gray or brown. Value $7.50. At $4.85

The advance styles of these garments are now with us. In conception and creation they are radically different from those of last season. A simple elegance is the predominating effect. You will also find in our Department an excellent selection of Wraps, Paletots, Jackets, Top Coats, including the new Equestrienne effects, Tailor-made and Walking Suits and Separate Skirts, as well as Costumes for all occasions.

FOURTH FLOOR

We will place on sale MONDAY, at special prices, in the Art Department,

Art Needlework Dept.

Liberty Satin Art Treasures of unusual and fixed design, suitable for pillows. Value 98c. At 48c

Dresser Scarfs, consisting of centre and two end pieces, never with richest flowers of rough flowers, worked on antiqued linings. Value $8c. At 38c

SECOND FLOOR, 34TH STREET SIDE

We will place on sale MONDAY, at special prices,

Dress Silks.

Peau de Soie, fancy weaves, 20 inches wide. Value 39c. per yard. At 29c

Plain Taffeta, Duchess, in cream, white, black, and all the new shades and colors. Values 65c. and 75c. per yard. At 49c

Printed Satin Foulard Silks, in the new Spring patterns and colors. Value 75c. per yard. At 59c

Fancy Plaid Taffeta Silks, design and weaves specially adapted for Waists. Value $1.25 and $1.50 per yard. At $1.00

Crepe de Chine in a most generous assortment of colors. Value $1.25 per yard. At $1.10

Of Silks we have every desirable weave, both new and standard; the colors and shades are exquisite: many of them are also exclusive.

SECOND FLOOR

We will place on sale MONDAY, at special prices,

Stationery.

Whiting's ruling paper, linen and note sizes, in white, cream and buff tints. Value 50c. per quire. At 39c

Envelopes to match, per package of twenty-five. Value 15c. At 8c

MAIN FLOOR, CENTRE

We will place on sale MONDAY, at special prices,

Dress Materials.

Voile, Panama, Canvas and Etamine Suitings, all colors, all the 40 inches wide. Values 75c. to $1.00 per yard. At 49c

Black Wool Cheviots, 42 inches wide. Value 75c. per yard. At 53c

Voile, 40 inches wide, two colors from which to select. Value 75c. At 38c

Silk and Wool Bayadere Crepes, 42 inches wide, in street and evening shades. Value $1.75 per yard At $1.25

Supplementing the above you will find in our Department all the new Spring fabrics in black and colors, including Etamenes, Voiles, Estamenes, Crepe de Paris, Lisse de Sens, Silk and Wool Voilings, Embroidered Voiles, Irish Tweeds and Scotch Suitings adapted for street and house wear

SECOND FLOOR

We will place on sale MONDAY, at special prices,

Wash Materials.

Silk Madras and Silk Embroidered French Muslin, of figured Dotted Swiss and Cord designs, dots, stripes and jacquard effects, All in the newest Spring colors. Value 39c. per yard. At 29c

Linen stamped and ready to embroider in white and colors and linen finish Cambric for Spring shirt waists and shirt waist suits. Value 15c. per yard. At 8½c

SECOND FLOOR

We will place on sale MONDAY, at special prices,

Embroideries.

Swiss, Nainsook and Batiste all-over Embroideries, 22 inches wide; thirty-four patterns from which to select. Specially adapted for Waists and Gowns.

Lot No. 1—Values $1.50 to $1.98 per yd. At $1.18
Lot No. 2—Values $2.00 to $2.50 per yd. At $1.48

Nainsook Flouncings, cord and twelve inches wide; thirty-five patterns from which to select

Values 39c. to 75c. per yd. At 29c

SECOND FLOOR, 34TH STREET SIDE

We will place on sale MONDAY, at special prices,

Shoes for Men and Women.

At $1.95

Values $2.50 and $3.00.

These for Women are of Patent Leather, Vici Kids, vesi, Calf, others with cloth, comfortable lasts. At $1.95

These for Men are of Box Calf, Patent Leather and Velour Calf, comfortable and roomy soles, best style. At $1.95

MAIN FLOOR

FIG. 18

A strong, plain, and dignified setting, but rather "flat" in appearance. Nothing stands out and there is a forbidding solidity to it as a whole. A long headline and a good illustration would improve the appearance of this advertisement

51. Value of a Well-Arranged Layout.—While much emphasis has been laid on the importance of a carefully considered and well-arranged layout, it is nevertheless true that many well-advertised stores make no pretense whatever of planned action on this point, but print the items just as they happen to come. This method is good enough when it is intentionally meant to impress the public that all items are of equal importance, and it also works well enough in small advertisements—those of two columns or less—but there is no question whatever that when large space is used and emphasis is desired on features, or when it is desired to get the maximum amount of force in the minimum amount of space, a thoughtfully arranged layout is necessary, not only to give small items prominence but also to make the advertisement attractive to the eye.

52. Size of Layouts.—Large sheets of any kind of paper may be used in making up a layout. Some newspaper publishers make a practice of furnishing their department-store patrons with sheets just the size of the page of the newspaper. Proper balance for a department-store advertisement may be attained more easily if proofs of the cuts and a proof of the name plate are pasted on the layout. When this is done and all the salient features are indicated, as shown in Fig. 19, the layout is a rough full-sized picture of the finished advertisement. Fig. 20 shows the advertisement as it appears when set up. The examples shown in Figs. 19 and 20 are, of course, considerably reduced, Fig. 20 being reduced much smaller than Fig. 19. As the printers were familiar with the style of the store for introductory matter, descriptions, etc., it was unnecessary in the case of Fig. 19 to lay out small details of the display; a brief memorandum on each section of the copy was sufficient.

$10,000 to Charities

THE BIG STORE :: A CITY IN ITSELF

"MEET ME AT THE FOUNTAIN"

SIEGEL COOPER Co.

NO CONNECTION WITH ANY OTHER STORE — J. B. GREENHUT, PRESIDENT.

SIXTH AVE 18TH AND 19TH STREETS NEW YORK

Office Furniture

An Unparalleled Sale of Women's High-Grade Black Broadcloth, Kersey and Caracul Cloth Coats



A

$7.50



B

$9.75

Value $12.75 at **$7.50**

Value $16.50 at **$9.75**

Value $24.50 at **$12.75**

Value $24.50 at **$14.75**

$7.50 to $10.75 Coats at **$5**



C

$12.75



D

$14.75

Note that cuts are "staggered" — not on straight line.

$1 & $1.25 C/Ba La Spirite Corsets, 69c

Knit Underwear Clearance Sale

Gloves Worth up to $1.10 a Pair at 50c

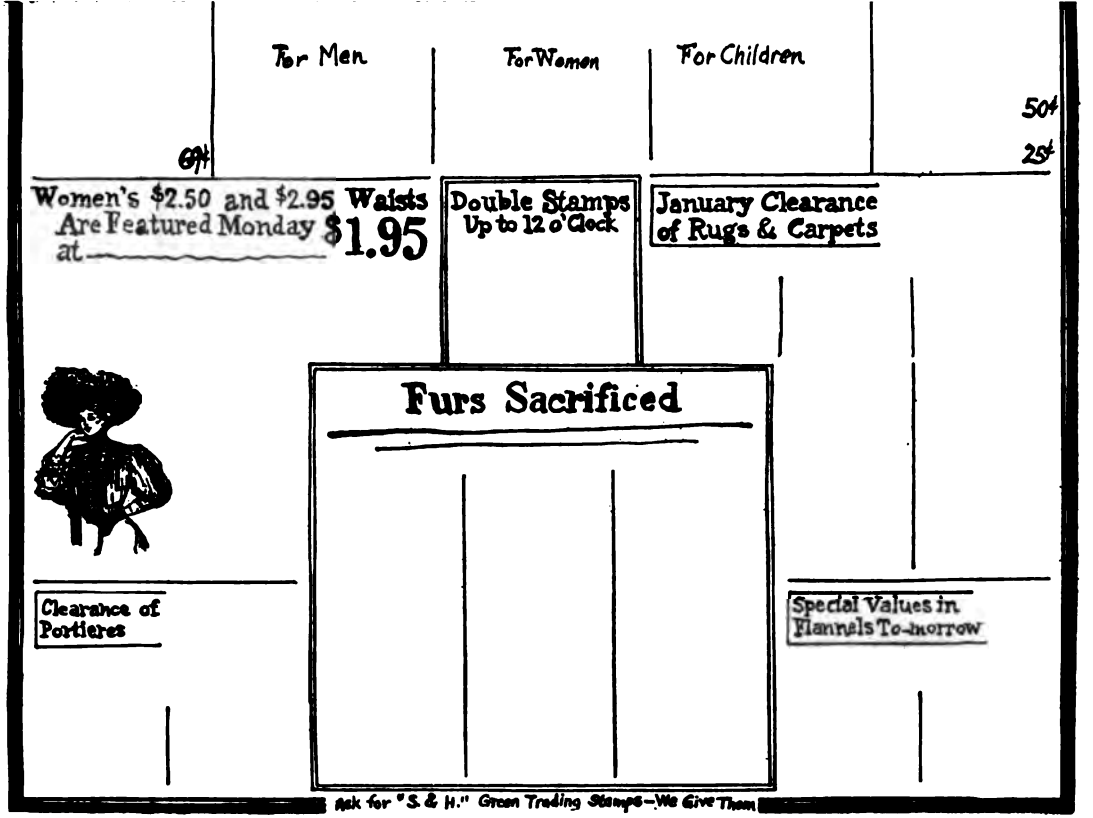


FIG. 19

Layout for a department-store page. Proofs of the cuts were pasted on. The lettering and rules were drawn in ink in order that they might reproduce clearly and are, therefore, somewhat more carefully executed than such work would be on a busy day in a department store. There is no time in department-store work for pretty layouts

§ 16 10790

American Wait Order Proofs Friday a.m. D. C. Co. By



NEW YORK AMERICAN, SUNDAY, JANUARY 5, 1908.

SIEGEL COOPER CO.

THE BIG STORE A CITY IN ITSELF

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK

$10,000 to Charities

Office Furniture

An Unparalleled Sale of Women's High-Grade Black Broadcloth, Kersey and Caracul Cloth Coats

$7.50 | $9.75

$12.75 | $14.75

$7.50 to $10.75 Coats at $5

$7.50 $9.75 $12.75 $14.75

$1 & $1.25 C/B a La Spirite Corsets, 69c

Knit Underwear Clearance Sale

For Men | For Women | For Children

Gloves Worth up to $1.10 a Pair at 50c

Women's $2.50 and $2.95 Waists Are Featured Monday at $1.95

Double Stamps Up to 12 o'Clock

January Clearance of Rugs & Carpets

Furs Sacrificed

Fur Coats | Fur-Lined Coats

Clearance of Portieres

Special Values in Flannels To-morrow

Ask for "S. & H." Green Trading Stamps—We Give Them

FIG. 20

The page advertisement as set up in accordance with the layout shown in Fig. 19 In the original, Figs. 19 and 20 were, of course, the same size

WRITING COPY FOR ADVERTISEMENTS

ESSENTIALS TO THE PREPARATION OF COPY

53. It will be clear from the foregoing, that, according to the best and most general practice, the hardest work of the advertising man is usually done before a line of copy is written. Of course, there is no objection to writing the advertisement first and arranging its details afterwards, if for any reason that method is more convenient, but it will be found in most cases that a better practice and one that saves much rewriting is to write last of all; that is, when a very clear picture of the exact shape and general characteristics of the finished advertisement is firmly fixed in the mind.

In treating of writing copy for department-store advertising, only Class C, or middle-class, advertising will be considered. This style is generally admitted to be the most effective; at least it is in the most demand and is always safe to follow.

54. In Figs. 7, 8, and 9 are shown examples of the best types of Class C, or middle-class, common-sense, copy. By noting these examples closely, it will be found that they are from stores that are recognized as the largest and most successful in the United States. This is no mere coincidence. These stores are the most successful because their policy, as reflected in their advertising, is based on common sense and good business principles. Their advertising is representative of the best, because it best represents and reflects the right policy.

As has been previously stated, there are degrees, even in Class C advertising. The advertisement shown in Fig. 8, for example, is intended to reach persons of somewhat higher culture than is the one shown in Fig. 7, yet these examples have important common characteristics. The first of these characteristics is a certain very noticeable and very important air of *convincingness*. It is almost impossible to

read these advertisements without believing that the advertiser means what is said. This is the fundamental requirement of all successful advertising composition.

55. Fundamental Rule of Good Advertising.—An old saying states that "Truth is the mother of conviction." There is a law of psychology lying deep at the root of human nature that causes sincerity to be recognized instinctively whenever it is seen. No speaker or writer, however skilful or polished, that knows he is lying can impress himself on an audience as successfully as the plainest, most illiterate man that knows what he is talking about and believes absolutely in what he is saying. Of course, a skilful liar may deceive for a time, but he can only do so by imitating the characteristics of sincerity. Nevertheless, while a liar may be believed for a while, the sincere man that is sure of his facts is always believed. Nothing can stand against the arguments of the sincere man except a positive knowledge on the part of his hearers or readers that his statements are wrong—that he himself is deceived.

The first thing, therefore, necessary to the really successful advertising man is *sincerity* both with his readers and with himself. He must absolutely believe what he is telling them, and must say nothing and imply nothing that he has reason to doubt or that he does not absolutely know to be true. Thus fortified with knowledge and with earnestness, his advertisements will, entirely without other effort on his part, possess a conviction-carrying, business-bringing power that the cleverest writer of falsehoods can never successfully imitate. This, then, is the fundamental rule of good department-store advertising, and it cannot be considered too carefully.

56. Study of the Goods.—In *Copy for Advertisements* and *Retail Management*, the advertising man is urged to make a careful study of the goods to be advertised. It is not only important to know what the "talking points" are, but also to believe in them with that perfect all-around understanding that can come only from a personal study.

In department-store advertising, as mentioned previously, the buyers of the various departments ordinarily furnish the facts concerning their goods. While it is possible to construct a fairly good advertisement from such data without even seeing the goods or knowing anything about them, provided everything that the buyer says is believed, nevertheless it is astonishing with how much greater vigor, clearness, and convincingness the goods can be described after having verified their points by a personal inspection and study.

HEADLINES

57. The headlines of a department-store advertisement are even more important than those used in separate retail advertisements of other classes. A department-store advertisement is usually made up of a number of items, or departments, of varying size and shape, and these are massed together according to their relative importance, in such form as the judgment of the ad-writer suggests. It is of great importance that each of these items shall "stand out" by itself, so that the woman, for example, that is looking for bargains in millinery will see the millinery item, even if it is the smallest of twenty items grouped together, and even if she gives the composite advertisement the merest glance. Moreover, it is not only necessary that her attention shall be attracted, but it is important that it be gripped firmly, if possible, so that she will be impelled to read the item. All this must be done by the merest flash of the eye, and it is the headline, sometimes assisted by an illustration, that must do it. The importance of the headline in department-store advertising will therefore be understood. Great care should be given it. Many good advertising men confess that they spend more time in writing their headlines than they do on all the rest of the advertisement.

58. The ideal headline should either tell the whole story in itself, or should so awake the interest and excite the curiosity that the reader will read what follows. Of the two,

the headline that tells the story is decidedly the better and the safer to use in department-store advertisements, because it has the advantage of making a definite impression. Observe the following examples:

A $40 Brass Bedstead for $25
Men's Suits for Less than Maker's Cost
The Fall Millinery Display Is Ready
Exceptional Bargains in Low Shoes

If no more than the headline is read in these cases, an impression will be made that may bring a customer. The style first given is perhaps the most common and most useful in all department-store work. Except that it is easily overworked, it is perhaps the best kind of headline that can be written, because it really leaves very little besides minor details of "why" and "what kind" to be told.

The following are so-called "curiosity-arousing" headlines:

Men, what do you think of this offer?
If you miss this, you'll miss a bargain
The greatest piece of news we have printed in years

Headlines of this class, while often used by good writers, especially to draw attention to long advertisements containing too many points to be condensed into a single line, had better be avoided when possible. A little study will usually give the writer a form that will have the same interest-arousing power and at the same time possess the impression-making power.

59. In writing headlines for department-store advertisements, it is advisable (1) to bring in the name of the goods and, if possible, a selling point; and (2) to bring in the price when the price is a feature. In this connection, the headlines in the advertisements reproduced in this Section should be studied. Of course, it will be understood that all the headlines are not perfect examples, but they will permit the beginner to decide for himself which can be improved. The instruction relating to headings in *Copy for Advertisements*, Part 1, should also be reviewed.

INTRODUCTIONS

60. In a number of the examples shown, it will be noticed that the descriptions of the goods are prefaced by *introductions*. The greatest skill of the writer is called on for the proper construction of these. When introductions contain something of real interest and are well written, they are undoubtedly of service, but there is no doubt that many of them could be omitted without injury to the advertisement—some of them to the improvement of the advertisement. In the advertisements of many stores they are not used at all. The long general introduction that was so common a dozen years ago, is now rarely seen.

In writing introductions, it will be well to bear in mind the advice of the old lawyer to the young lawyer: "When you have to address a jury or a meeting," said he, "first, be sure you have something to say; second, say it; third, sit down." Thus, if the ad-writer wishes to preface the descriptions of goods with introductions, he should be sure, first, that he has something to say that will do some good. If he has that, he should say it as clearly and forcibly as possible, and stop.

In connection with the study of department-store introductions, it is well to review the instruction relative to introductions in *Copy for Advertisements*, Part 1.

61. Cut Price as Subject of Introduction.—If the item happens to be, as it most frequently is, one that is offered at a special price, there can be no better subject for an introduction than an explanation of why the price is lowered. Many good advertisers make it a rule never to announce a lowered price, that is, never to announce a bargain, without telling why it was possible to make the offer. This adds to the convincingness of the advertisement. Everybody knows that a store must make a profit on the goods it sells, and many stores try to create the distinct impression that their profits are made as small as good business policy will permit.

Theoretically, a store is permitted to reduce a regular price only because of (1) some reason that enables it to buy goods cheaper than usual, or (2) some reason that justifies it in reducing its profit below the level of good business policy. Otherwise, the reader might wonder why more than the special price should ever have to be paid. Consequently, it is wise to explain the causes that led to the offer. This explanation not only adds to the convincingness of the advertisement, but it avoids leaving the possible impression that the regular price is too high. Examples of such explanations are given in the advertisements shown in Figs. 21, 22, and 23. These are only sections of large advertisements, which fact accounts for the omission of signature and address.

62. Other Subjects for Introductions.—When the article is not offered at a special price, the introduction should set forth the reason for giving space to advertising it. This may be any one of many things, the most common being its seasonableness, as in the advertisement shown in Fig. 24. Other reasons include beauty, novelty, large assortment, shopworn goods, etc. (See Figs. 25, 26, and 27; also, Art. **40.**) In any case, there should be some reason in the advertising man's mind for giving space to an item and it is usually wise to mention it. If there is no such reason to give the public, the advertising man may well ask himself, "Why should I print the item at all?" The ability of a department-store advertiser is often demonstrated as clearly in the items he does not print, as in the manner in which he describes those which he does print.

DESCRIPTIONS

63. In order to describe goods, it is necessary to know them thoroughly. This cannot be emphasized too often nor too forcibly. The writer must not only know the good points of the goods, but he must be fully acquainted with the reasons why they are good. Not every person, for

Now's the time to buy Furniture here. Every piece in our Furniture Store is reduced. Come in and see.

THE BIG STORE :: A CITY IN ITSELF

"MEET ME AT THE FOUNTAIN"

SIEGEL COOPER CO.

NO CONNECTION WITH ANY OTHER STORE — J. B. GREENHUT, PRESIDENT.

SIXTH AVE. 18TH AND 19TH STREETS NEW YORK

Many of our greatest bargains are not advertised. Just come in and look around—there are great "finds" in almost every section of the store.

Look at These Prices, Mothers and Girls!

Here's the Big Mid-Summer Clearance in the Misses' and Children's Wear Store!

TWICE a year we do this; February and August. They are famous events because when it comes to making prices in these clearance movements we have no discrimination, no reservations and no mercy on ourselves. We simply shut our eyes and slash.



The result is that we get through, in three or four tremendous days, a process which most stores drag out for weeks. Then we are "cleaned up" and ready for any tempting lots that manufacturers may be willing to sacrifice later on, and ready, too, for the first choice picking of new season's productions.

Those are the reasons—here are the results:

350 Misses' Fine Cloth Suits, $5

Original Prices $7.50, $12.50 and $16.50

As offer like this needs little more than the mere statement; it would be impossible to describe the suits, anyway—too many of them. The storm centre of the sale will be around this $5 table.

Girls' White Lawn Dresses, $1.50

Original Prices $2.50, $3 and $4.

About 300 of them, all in fine Persian lawn, beautifully trimmed with embroidery and lace. Good choice in gulmpe and high neck styles. All have deep (4 inch) hem.

Girls' Colored Dresses, $1.95

Original Prices $3 to $5.

Odds and ends and ones and twos of a style, but so many styles are shown that the whole lot aggregates nearly 500 dresses. Gingham, satin-striped and figured lawn dresses, in all the pretty summer colors; high neck and low neck; sizes 6 to 14 years.



These Reductions are Straight Cuts from Our Own Original Prices

$11.50 Long Coat Suits; now	$5.00	$13.75 Linene Suits; now....	$7.50	$30.75 White Evening Coats	$29.50	$1.75 S. W. Suits; now....	98c
17.50 Cutaway Suits; now	5.00	12.75 Linene Suits; now....	7.50	38.75 Cloth of Gold Coats,	29.50	1.50 S. W. Suits; now....	98c
17.50 Plaid Suits; now.....	5.00	15.75 Linene Suits; now....	8.75	7.50 Girls' Silk Coats; now	3.95	3.25 Misses' white S.W.Suits	1.95
12.75 Grey Mixed Suits; now	5.00	24.75 Linene Suits; now....	14.75	6.75 Girls' Silk Coats; now	3.95	9.75 Girls' Lace Collar Silk Coats; now.....	3.95
12.75 Prince Chap Suits; now	5.00	21.75 Linene Suits; now....	14.75	2.00 White Skirts; now....	1.25	15.00 Silk Lined Dresses; "	9.50
8.50 Eton Suits; now.....	5.00	5.00 Fancy Suits; now....	2.95	2.95 White Skirts; now....	1.95	15.00 Net Dresses over silk "	8.95
14.75 Jumper Suits; now	5.00	10.00 Rapp Suits; now.....	6.75	19.75 Rubberized Coats; now	15.00	5.50 Voile Skirts; now....	2.98
18.50 Jumper Suits; now	5.00	10.75 Linene Suits; now....	6.75	8.75 Cravenette Coats; now	5.00	2.95 Mohair Skirts; now....	1.98
29.50 Fancy Panama Suits,	15.00	16.50 Misses' fancy Silk Coats	9.75	23.75 Cravenette Cravenettes,	14.75	9.75 Silk Skirts; now.....	4.95
13.50 Lined Linene Suits,	7.50	15.00 Misses' fancy Silk Coats	9.75	5.96 Peter Pan Dresses; now	3.95	6.75 Wash Skirts; now....	2.95

$19.50 Jumper Suits; now..	$9.75	$27.50 Panama Suits; now	$15.00
22.50 Pony Suits; now....	10.00	12.75 Mohair Suits; now....	7.75
27.75 Pony Suits; now....	15.00	34.75 Voile Suits over silk	20.00
19.75 Cutaway Suits; now	10.00	37.50 Fancy Silk Suits; now	22.50
15.00 Silk Lined Dresses; "	9.50	28.00 Pony Silk Suits; now	19.50
15.00 Net Dresses over silk "	8.95	38.00 Pongee Suits; now	19.50
14.75 Net Dresses over silk "	8.75	36.75 Pongee Suits; now	19.50
15.50 Net Dresses over silk "	8.95	64.75 Fancy Suits; now....	24.75
6.75 Net Dresses over silk "	4.85	6.00 Pongee Coats; now	3.95
30.00 Jumper Suits; now.....	15.50	1.00 Girl's Dresses; now..	49c

Siegel Cooper Store, Second Floor, Centre.

FIG. 21

The introduction to this feature section shows the desire of the store for a quick "clean-up"

Dix Make House Dresses and Wash Suits ½ and ⅓ Less Than Regular Prices

We have purchased for this sale the surplus stock of the well-known Dix Make Two-Piece Suits and House Dresses, consisting of 1,269 garments.

The Dix Make garments are well known for their perfect finish and the general high-class character of the workmanship, deep hems, full skirts, correct fitting, refined styles, and "never-rip" seams.

Last January we had a sale of these dresses and it was one of the notable successes of the year. We have nearly 500 more dresses in this sale than last year.

209 regular $2.00 and $2.50 percale house dresses, one-piece and two-piece styles, at $1.29

378 regular $2.50 and $3.00 dresses, nurse-stripe gingham, shepherd-check percale, and light percale dresses (8 different styles) $1.69

42 regular $3.95 striped-gingham two-piece dresses for $2.65

Also, Two Special Sales of Dresses, the maker's seconds (every dress guaranteed satisfactory), $1.50 and $3.50 values at **89c**

Also, $2.50 and $3.50 values at **$1.50**

FIG. 22

The introduction in this panel is good because it tells specifically of a large purchase under the usual prices

Special Price Invitations to Lovers of Fine Paintings

The new prices present an opportunity for the enrichment of local collections—in some cases the prices having been cut 50 per cent.

For instance, *The Latest Romance*, by C. Haight Wood, a member of the Royal Academy and one of the best English artists, was priced Saturday at $400. *Today it is marked $200.*

Other reductions average a third or more.

The pictures were gathered abroad by our own collectors, and the original prices were much lower than they would have been did we buy through third parties.

Artist	Painting	Former Price	Now
L. Legrand	The Document	$100	$60
G. Auglade	Landscape in Scotland	75	40
F. Elsner	Solitude	35	20
Della Rocca	Interesting News	85	50
Maurice Rousseau	Return to the Fold	75	45
L. Minard	The Shepherdess	25	16.50
E. Bare	Wayside Conversation	40	27.50
H. Schiller	Washday in Brittany	50	35
Dories	Musical Soiree	60	35
Broissat	Eventide	40	27.50
C. Maynan	Playmates	35	25
A. Levy	Landscape	35	25
C. Haight Wood	The Latest Romance	400	200
E. Rouson	Spanish Inn	125	75
F. Barucci	Shepherd of the Alps	150	100

In addition, some cheaper pictures also reduced; $20 paintings now $12, $25 paintings now $15, and $12 paintings now $8. (*Art Galleries, Fourth Floor, Old Building.*)

FIG. 23

The introduction in this panel is effective because it tells of the direct buying in markets usually reached through middlemen

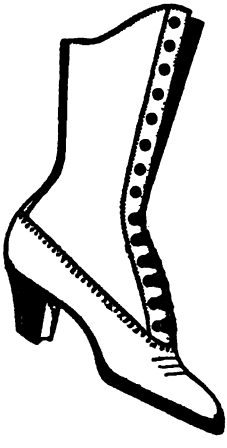
NO CONNECTION WITH ANY OTHER STORE

SIEGEL COOPER CO.

18TH TO 19TH STS. 6TH AVE. J. B. GREENHUT, PRES. NEW YORK

These Slushy Days Have No Terrors for Women Who Wear the "Czarina" High-Cut Boots.

The high-cut boot has been popular all the Fall because it was a proper and sensible style in footwear to accompany the reign of the short skirt.



Now that Winter is full upon us and the streets full alternately of wet snow and wetter slush, this popular style is even more popular, for it is the dryest and the healthiest boot that a woman can wear for such walking.

The fine, grain leather of the vamp, the tough, elastic calfskin of the uppers and the flexible, but stout soles are as nearly waterproof as leather can be. And the high top keeps the ankles and lower leg perfectly dry, even against the flapping of a wet skirt.

Style A—Grain leather, calfskin, laced, **$3.50**

Style B—Dull calfskin, laced..... **$3.50**

Style C—Calfskin vamp with kidskin uppers, buttoned..... **$4.00**

FIG. 24

An advertisement with seasonableness as the basis for the introduction

Dainty Slippers for the Ball Room

Ever since the days of Cinderella, more attention has been given to a dainty dress for the foot. Up to that time they had evidently been considered a means to an end—for comfort and to keep the feet warm.

That episode showed the possibilities in a mere slipper.

Whether this be true or not, never has the question of beautiful slippers been given more consideration than at present.

If the slippers do not match the gown, the gown must match the slippers.

It is impossible to tell in cold type of our display of handsome slippers.

For instance, handsome bronze slippers, with beaded tongue, are appropriate for gowns in delicate colors.

Then the gold slippers can be worn with any dainty costumes.

The correct shade of red is found in imported morocco.

Slippers in pink, blue, and white glaze, with Louis heels, or the brown, gray, and black ooze are all in demand.

Patent leather is always en règle. We have the covered box Cuban heel if you prefer it to the Louis.

Ball-room slippers start at **$2.50**. You'll have to see them to judge their beauty.

See the Toilet slipppers, too. They start at **50c** for the Turkish.

Women's Calf Shoes at $2.65; value $3.50

A little lot of 400 pairs of women's Lenox calf shoes to be closed out at **$2.65** instead of $3.50. Regular stock, but too many.

—Second floor.

FIG. 25

In this panel, elegance and beauty are the subject of the introduction

Belts From All Over Europe

Opening Day and an Innovation

The unusual. That's the keynote that gives distinction and interest to the Opening. If you knew the conjuring and the travel back of this display, you would not wonder at the immense variety or the unique beauty. In quest of pretty belts all Europe is searched. Many of the designs are original with us, created by foreign makers at our dictation and suggestion. As illustration there's an artistic jewelry store on the Boulevard Poissonniere in Paris. The window shows a unique exhibit of empire jewelry.

The manager of the belt store, hungry for ideas, passed by. A little pin in the exhibit caught his eye. He carried it to the belt maker, and that pin became motif for one of the most artistic buckles in the display. And that planning is typical of the creation of scores of others. No wonder that stores, everywhere, the biggest and best of them, have marveled at this Belt Store. There isn't one in the world to match it. The opening is of widespread interest.

As to fashion. The tendency is to straight-around effects. Belts vary in width from 2½ to 6 inches. Elastic belts are winning new laurels. They are the fashion without a doubt. All colors, some of velvet. Some embossed like a bit of brocade. Prices run from **50c** to **$25.** Imagine the variety! Japanese designs and colorings are a strong note. Stamped leather belts are new. These come from France, Austria, and Germany.

Mourning belts are a feature of the Opening. Refined, beautiful effects.

Innovation—Belts Made to Order

We've the beltings in solid or two-tone effects; buckles to blend with colorings. Both exclusive with us—gathered in Vienna, in fact. Select your belting and the buckle that pleases you. We'll make exactly to your size. Prices are fair, very. See this feature in the opening. See the belts, hundreds of them. Enjoy it all to your heart's content. It is meant to be of large practical help to you, to women everywhere.

These Bargains Are Tempting Refreshments

$1; regularly $2—Embossed Elastic Belts with buckles back and front. Colors and black.

$1; regularly $1.50 — Black-studded Elastic Belts, with dip buckles.

$5; regularly $7.50 — Beautiful studded Elastic Belts; elaborate studding; sunburst back-piece.

—First floor

FIG. 26

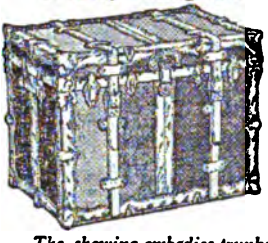
Novelty is the keynote of this rather long but well-written introduction

CARSON PIRIE SCOTT & CO.

Trunks at 25% Discount

The Entire Sample Line of a Prominent Manufacturer

A timely offering that embraces the entire sample line of a well-known trunk maker, including also odd trunks from our regular stock. The qualities all reflect the highest standard in both workmanship and materials—the savings are unquestionably the greatest of the year.



The showing embodies trunks made of selected basswood; nearly all are supplied with straps. Bindings of fiber, leather or sheet steel. The reduced price range is $6.50 to $35.00

Saving of ¼ on Traveling Bags

Genuine leather traveling bags marked at a reduction of 25% from the regular prices. The lot includes odd sizes and bags that have become slightly soiled or are a trifle shopworn. The values are exceptional.



The bags are all leather lined and fitted with brassed lock and catches. Offered in two colors—black and brown. The reduced price range is from $5.00 to, each, $20.00.

Sixth Floor, South Room.

FIG. 27

The introductory sentences of this advertisement bring out the idea of special price, because the trunks are samples and odd ones and the bags are slightly soiled and worn

example, may know why a "hand-molded collar" is a point of importance in a man's coat. But if the writer describes "hand-molded collars that keep their shape and never sag away from the neck or crinkle across the lapels," the point is made perfectly clear.

To know the goods they must be studied. This is another point that should receive careful attention, because, in spite of the fact that it is a principle that all will agree is sound, hundreds of so-called ad-writers do not live up to it.

The writer must study the public at the same time he studies the goods. He must ask himself at the beginning, What would a prospective customer wish to know about these goods? What questions would a salesman be asked about them? On what points would a customer satisfy himself by personal inspection, if he came to the store to buy the goods?

The advertising man should endeavor to answer these questions before he writes a line. In most cases, the buyer of the department concerned can supply the information. It is a very good plan for the advertising man to make a practice of questioning salespeople on these points. They can tell what seems to please customers and what does not, the questions that customers ask, etc. A great deal can be learned, too, by standing near a busy counter and listening to the questions and remarks of customers.

64. It is practically impossible to give even the principal selling points of goods that department stores carry, owing to the enormous field they cover. Besides, the important features change rapidly, especially the styles and colors. Knowledge of these lines comes first from the exercise of common sense and careful study, and, secondly, from the ability to pick up, classify, and remember scraps of information dropped casually in conversations with buyers, salespeople, and customers, or accidentally run across in reading. Trade journals afford much information of value in this line.

65. Selection of Facts.—In the writing of descriptions, the department-store writer may be compared to a

reporter on a newspaper (in some stores the writers are called reporters). He must not only have the "news instinct," which tells him what will and what will not make interesting matter for his readers, but he must also be able to pick out from a mass of facts those which will make a good story and then weave his description around them, omitting nothing of value and wasting no space on unimportant points.

GENERAL SUGGESTIONS

66. As has already been stated, it is almost impossible to give any schedule of selling points that will be of much value, because they vary with every article and with every change of season and change of style. However, the following will serve for general guidance: In considering articles in which design and style are important features, their style and design should be described. Staple articles in which style is of slight importance, such as knit underwear, hosiery, blankets, toweling, etc., are more difficult to describe. The selling points in such cases, aside from price, are points of quality, such as the size and weight of the blankets, the width of towels, the fineness of knitting, and the character of the dye used in the hosiery, etc.

67. Price Alone Often Meaningless.—In advertisements of such goods as just mentioned, price in itself means nothing unless it is coupled with a description of the goods. It is obviously unconvincing to speak of "great values in stockings at 15 cents a pair," because any dealer might offer some kind of hosiery at that price. However, if the writer describes them as "fine, lisle stockings, in the genuine Hermsdorf black, at 15 cents," he will have a crowd at the store the next day, because every woman knows that such stockings, if perfect, usually cost at least 25 cents a pair. This point has already been mentioned and seems too obvious to need repeating, yet it is astonishing how often it is disregarded by advertising writers. Care should therefore be taken never to omit the essential details that

make the price quotation mean something. There is no rule more important than this. If such details cannot well be given, or if they are too technical for the ordinary reader's understanding, at least the price for which the article usually sells should be quoted.

68. Value of Describing Style.—By far the greatest number of items written by the department-store writer depend on the question of *style* for their interest; and style must usually, but not always, be treated in conjunction with descriptions of the quality of goods or with illustrations. Thus, in advertising women's tailored suits or men's clothing, it is essential to the best results that a picture be used, or that a verbal description that shall amount to a picture be given. The thoroughness and cleverness with which this word picture is drawn may make the great difference between good results and no results. Many advertisements merely assert quality, but here and there an advertisement is found like that shown in Fig. 28, which tells why the quality is good.

69. Advisability of Avoiding Generalities.—The less an ad-writer deals in generalities, such as "first-class fabrics," "up-to-date styles," "well-tailored," and other hard-worked phrases, and the closer he keeps to bona-fide descriptions, the better his advertisements will "pull." In fact, such phrases serve to make a distinction between mediocre advertising and good advertising.

70. Truthfulness in Advertising.—It will be apparent at once that in order to write close and accurate descriptions of style and quality, so as to include the points that make the price mean something, the ad-writer should either know all about merchandise or have somebody at his elbow that can tell him the points. Fortunately, the department-store writer has always an inexhaustible source of information in the buyer. But the buyer's statements often need careful verification. He is not likely to be underenthusiastic, and as his own success often depends on his success in impressing the advertising man, he is likely to say more than the facts will warrant.

Greenhuf and Company

Dry Goods

The Sale Of Muslin Underwear

The Store of Superior Qualities and Moderate Prices.

Every garment included in this—our first—Sale of Muslin Underwear is of a quality that is above reproach in its grade. The making is first-class in every particular, each piece being cut as every woman wants it—full, but well-fitting.

The savings in price are distinct as can be, as may be seen from the representative items printed below.

Nightgowns:

Of cambric; round neck, short sleeves, lace or embroidery trimmed. Value 1.25 . . . . . 75c

Of nainsook and cambric; high, square or round neck, trimmed with lace or embroidery. Value 1.25 and 1.50 . 1.00

Of nainsook; square or round necks, short sleeves, trimmed with embroidery or torchon lace. Value 1.50 . . 1.25

Of nainsook; slip-over style, short sleeves, finished with embroidery and ribbon. Value 2.25 . . . . 1.75

Of nainsook; trimmed with Valenciennes lace and medallions, or Swiss insertion and ribbons, or Valenciennes insertions and eyelet embroidery. Value 3.50 . . . 2.50

Nightgowns, in both lace and embroidery effects, from 3.75 to 25.00

Petticoats:

Of cambric; deep lawn flounce, dust ruffle Value 1.00 75c

Of cambric; umbrella style, deep lawn flounce, embroidered ruffles. Value 1.65 . . . . . 1.25

Of cambric; umbrella style, deep flounce, open eyelet or embroidery ruffle. Value 2 25 . . . . . 1 75

Of cambric; umbrella style, flounce of nine rows of Valenciennes insertion and lace edge. Value 3.50 . . . 2.50

Petticoats—embroidered and trimmed with lace and ribbon—from . . . . . 5.00 to 45 00

Chemises:

Of nainsook; round neck, trimmed with bands or torchon insertion. Value 75c 50c

Of nainsook; round neck, trimmed with bands of eyelet embroidery. Value 85c 65c

Of nainsook; embroidered yoke with scalloped edge. Value 1.00 . . . . . 75c

Of nainsook; yoke of embroidered medallions and Valenciennes insertion. Value 1.15 . . . . . 85c

Of nainsook; yoke of German Valenciennes insertion and embroidered beading. Value 1.35 . . . . 1.00

FIG. 28

The buyer may perhaps be pardoned, though never justified, for enthusiastic exaggeration, but it is a fault that can never be forgiven the advertising man. Modern advertising demands accuracy and truth; the time is past—if, indeed, it ever existed—when "the public liked to be humbugged," and it is the duty of the advertising man to protect his store against errors of this kind. One exaggeration may do more harm to a store than a month's advertising can make good. The ad-writer should, of course, portray the offers as alluringly as he can, but he must stick to facts if he wants to succeed.

No successful store practices exaggeration today; the stores that do exaggerate are not increasing their business, and the ones that are notorious for exaggerating are losing ground daily.

71. Verification of Buyers' Claims.—In most of the large stores, the advertising man usually insists on examining goods even when he knows all about them and does not have to examine them to find out the selling points. He does this to make sure that the buyer is not deceiving him. In some stores, this duty of checking off buyers' statements is performed by the merchandise man. In at least two very prominent stores, a reward of $1 or more is paid to anybody in the organization that can detect an error or overstatement in the advertising, and with four or five thousand pair of eyes scanning his work, the advertising man has to be careful, for he is always held strictly accountable. It is not an excuse to say that he relied on the buyer's statement; the buyer is not the mouthpiece of the store, while the advertising man is.

72. Frankness in Advertising.—To summarize the foregoing points, it is well in writing descriptions never to omit to state the points that make the price significant; that is, the points of weight, width, character, workmanship, novelty, or style that give the article its value. These points should be made as vivid and alluring as possible and at the same time should be kept within the limits of truth. Never

fail to state anything that is wrong with the goods, such as dropped stitches, oil stains, slight soiling, etc.

A story is told about a well-known pioneer advertising manager. On the very first morning in his new position, he was approached by a buyer that said: "We want to offer two hundred mackintoshes tomorrow. They were bought to sell at $20, but they're rotten."

This information was cheering, to be sure.

"How much do you want for them?"

"Oh, we'll do well if we can get $5 for them, but I fear the case is rather hopeless."

Fig. 29 shows the substance of what appeared in the advertisement.

200 $20-Mackintoshes
For $5

Our buyer says they are rotten. But even if they are as bad as he says, they ought to be worth $5 to you.

FIG. 29

It is said that the two hundred were sold in a few hours, and that many persons were turned away disappointed.

It is never a mistake to be frank with the public, as the customer is sure to find out about defects anyway. If the ad-writer does not mention them, he has not only given a false impression, but he is sure to be caught. However, none of these facts should be taken on faith. The good and the bad alike should be verified.

A large New York store once advertised for the return of a lot of serge suits advertised and sold under a misapprehension of the quality. It cost the store money to do this, but the action undoubtedly did much toward creating public confidence.

In many of the large department stores where honesty is the oil that lubricates the wheel of advertising, a *merchandise room* is situated near the office of the advertising manager.

In this room, the advertising manager inspects all goods to be advertised, and if, in his opinion, the department buyer's statement of value is exaggerated, a consultation between the two ensues, and the matter is adjusted.

73. Advertising Small Quantities.—The department-store man should exercise care in the advertising of *small quantities*. If the amount of goods on hand is so limited that there is a probability that they will be sold before the day is over, this fact should be mentioned in the advertisement. It not only adds something to the convincingness of the advertisement and gives a good reason for the lowered price, if any, but it also avoids a very common cause of complaint on the part of customers that come late and find the goods gone. Such disappointed persons will not be likely to come the next time good things are advertised. If frank warning is given, however, they cannot blame the store for their disappointment.

WOMEN AS AD-WRITERS

74. Some of the most successful department-store advertising managers have one or more women ad-writers on their staffs. In writing up such goods as millinery, dress goods, notions, etc., a bright woman has a distinct advantage over a man. Sometimes a bright saleswoman can render valuable assistance even if her entire time is not given to advertising work.

DEPARTMENT-STORE MANAGEMENT

(PART 2)

GIVING PUBLICITY TO ADVERTISING MATTER

PRINTING OF ADVERTISEMENTS

TYPOGRAPHICAL STYLE

1. On examining the newspaper advertisements of prominent department stores, or the examples shown in this Section, it will be found that nearly every large store has a distinctive **typographical style.** By continually following one style, the advertisements of each of these stores become so familiar to readers that the signature, or name plate, is frequently unnecessary, although, of course, it is never intentionally omitted. This style is usually brought about by setting the advertisements in all the newspapers in which they appear in a certain style of type. The type may be the property of the store, or the newspapers may own it and agree to use it only in the advertisements of a certain store. Therefore, if a store does enough advertising to warrant the purchase of a certain series of type for its exclusive use, an early duty of the advertising man should be to select an appropriate style and induce the newspaper publishers on his list or the proprietor of the store to purchase the type desired.

NOTE.—The subject of typographical style is treated in detail in *Advertisement Display*, which should be reviewed in connection with this Section.

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2. Having chosen the type or having had it chosen for him, the advertising man should think out for himself the style of display in which it shall be used. This is a matter for individual taste and judgment, which should be governed by a study of the best examples of newspaper advertising procurable. The aim should be to make one's own advertisement strikingly different from all others likely to appear in the same paper and at the same time be reasonably economical in the use of space, and to strive always for simplicity and legibility as well as for individuality.

No rule can be given for the formation of a typographical style any more than a set rule can be given for the design of a house. It depends entirely on the judgment of the advertiser. But once a style is formed, it should be fairly well adhered to. Occasional variations do no harm; in fact, they are sometimes advisable to avoid the danger of losing effectiveness through too great uniformity. But these variations should be only occasional and only in points of detail.

ILLUSTRATIONS

3. Classes of Illustrations.—In department-store work, illustrations are of three general classes, namely, **fashion work**, which consists of representations of styles in dress; **direct work**, which usually includes drawings of actual articles, like furniture, pianos, refrigerators, and house furnishings; and **decorative work**, which covers purely decorative drawings, such as headings. Illustrations of the first two classes are used to make sales by showing a style or an article, while decorative illustrations are used merely to give an attractive appearance to an advertisement. Many good advertising men that use illustrations of the first two classes freely, never use those of the last class at all.

4. High-Grade Fashion Work.—The fashion work used in the best department-store advertising is rapidly attaining a very high plane of artistic as well as commercial merit. In Figs. 1, 2, and 3 are shown examples of **high-grade fashion work**, in which details are accurately

brought out and well-fitting garments are illustrated. These illustrations should be contrasted with the one shown in Fig. 4, which, while artistic in conception and execution, is not good from a merchandizing point of view, because the suit appears to be baggy, ill-fitting, and untrimmed.

Good fashion artists are not plentiful. Their services command a high figure, and unless the advertising manager is fortunate enough to secure the services of a really first-class artist, he will do well to have his name placed on the mailing list of one of the many good commercial-art firms that syndicate their drawings.

The principal argument in favor of a syndicate service is the low cost. The pictures furnished, however, seldom or never portray the actual goods advertised. The cuts, therefore, are rather more decorative than purely illustrative. For this reason, the larger stores usually engage artists to come to the advertising office from time to time so as to make accurate drawings of the actual merchandise. One large New York store has its own staff of artists regularly employed the year around as a part of the advertising-department organization. This method is being followed to some extent by other prominent stores. It is costly, but it probably pays, because it gives the illustrations of the store an individuality; also, because it enables the advertising manager to plan and regulate the illustrating work much better. In this connection, the illustrations shown in Figs. 5, 6, 7, 8, 9, 10, and 11 should be carefully studied.

COPY AND PROOFS

5. Methods of Supplying Copy.—After the copy and the layout have been prepared, they are sent, together with the cuts, to the newspaper office. In some of the larger cities, it is the practice to give each paper a different advertisement, which plan, of course, requires a separate layout and separate copy for each.

In most cities, however, the advertising man prepares only one advertisement a day, and this is duplicated in whole



Fig. 1



FIG. 2



FIG. 8



FIG. 4

J-MORROW ON ILIPPINE BILL

ll Allow Two Days to Fifteen-Minute Speechys.

QUESTION NEXT

abstitute for Nicaragua Bill Introduced by nator Spooner

WASHINGTON, June 1. terms of the unanimous nsent last Wednesday the ate at 4 o'clock Tuesday on ding a form of civil govern- Philippine Islands, and the ining time of the Senate s be devoted to fifteen-minute ate bill.

will meet at 11 o'clock on ay Tuesday for the purpose ntinuing that time for the discus- number of short speeches but no order for their delivery agreed on.

understanding now is that e, after the disposal of the l, the Nicaragua Canal bill up and made the regular or- ss. There will be an effort Hale for the Nicaragua bill osed by Senator Spooner. discretion of the President of an Isthmian canal route. ators say a majority of the eport them.

of the Nicaragua route and ation of a policy that would resident discretion as to r there is no necessity or rolonged debate.

f speeches have already ed. Senator Hanna will h for the Spooner bill, as ittredge. Among those who their purpose of address- in the interest of the Nic- re Senators Hanna, Mitch- f Louisiana, Turner and

understanding is that the ate bill will not be dis- the week. That measure is ition, but probably will be ssday or Wednesday. It s been practically agreed on ean members of the com- l agreed on provides for a ion for five years of 20 on duty on Cuban goods to United States without ditions as to immigration or any other conditions. gest intention to have the akers cannon on the bill atch the hope of making ure and thus avoiding the party ranks which over the question in the entatives.

District of Columbia ap- probably will be re- ss week, but their im- ation will depend large- s of Senators to destitu- of the canal question.

BILLS RE THE HOUSE

1- June 1.—During the House probably will act l bills, which the rules l some time ago to body of the earliest ss are the anti-mon- gistic cable bill and the ell.

to be set on the anti- ideration of which will sorrow, but it is not be- nough more than two be given to the bill for able to the Philippine, the irrigation bill.

Rebuilding Furniture Sale

From the first mention of this Rebuilding Sacrifice Sale, the big store has been overrun with bargain seekers, who find the benefits large, broad, liberal Sacrifice prices are marked on every class of furniture that belongs to the make-up of a home The public is responding eagerly and their money-saving purchases are helping us every hour to secure the needed room, for carpenters and masons. They clamor continuously for space, and in order to facilitate the work, price cutting is even greater than when the sale began. And that makes new and abundant bargains for every day as it rolls 'round—to-day, to-morrow and the next. This will be a banner week and the bargains are exceptionally choice and many. Figures below hint how ruthlessly profits are being sacrificed



Wardrobes

These prices reveal some of the many exceptional bargains in wardrobes. All of fine cabinet work. Many with French plate mirror doors.

Mahogany inlaid; $80.00 kind . . . $50.00
Mahogany finish; $60.00 kind . . . $38.50
Mahogany finish; $60.00 kind . . . $42.50
Oak; $30.00 kind $17.50
Tuxia wood, inlaid; $40.00 kind . . $24.50
Mahogany, inlaid; $45.00 kind . . . $33.50
Mahogany finish; $60.00 kind . . . $13.00
Oak; $38.00 kind $21.00

Odd Bureaus

150 pretty patterns. Rare chances for homes, boarding houses or hotels. Note prices:

Oak; $18.00 kind $12.00
Oak; $14.00 kind $9.00
Oak; $20.00 kind $14.00
Oak; $25.00 kind $18.50
Oak; $30.00 kind $19.50
Oak; $35.00 kind $20.00
Oak; $45.00 kind $29.00
Oak; $50.00 kind $28.00
Oak; $30.00 kind $24.00

Bedroom Suites

Such fine suites were never marked so low before. All three pieces—bedstead, bureau and washstand.

Brown ash; $50.00 kind $38.00
Oak; $38.00 kind $26.00
Oak; $40.00 kind $29.00
Oak; $45.00 kind $37.50
Oak; $65.00 kind $42.50
Oak; $60.00 kind $45.00
Oak; $80.00 kind $52.50

Chiffoniers

They're here and at bargains for all—dwellers in cottage or palace.

Oak; French plate beveled mirror . $7.50
Oak; French plate beveled mirror . $8.75
Oak; French plate beveled mirror . $9.00
Oak; French plate beveled mirror . $9.75
Oak; French plate beveled mirror . $10.50
Oak; French plate beveled mirror . $11.00
Oak; French plate beveled mirror . $12.00
Oak; French plate beveled mirror . $13.50
Oak; French plate beveled mirror . $14.50
Oak; French plate beveled mirror . $15.50
Oak; French plate beveled mirror . $16.50

Standing Hall Racks

Who will be to blame if you do not secure a bargain in a Hall Rack? It's all the regular 'Van Sciver stock, rich in value.

Flemish oak; $45.00 kind $33.00
Weathered oak; $60.00 kind . . . $36.00
Flemish oak; $50.00 kind $33.00
Mahogany; $45.00 kind $33.00
Mahogany; $60.00 kind $72.00
Mahogany; $100.00 kind $86.00
Mahogany; $120.00 kind $98.00
Golden oak; $60.00 kind $36.50
Golden oak; $90.00 kind $58.00
Walnut; $45.00 kind $31.00

China Closets

Have full bent glass ends and glass doors. Many have mirror backs or shelves—some both.

Quartered oak; $30.00 kind $20.00
Quartered oak; $40.00 kind $27.00
Quartered oak; $60.00 kind $35.00
Quartered oak; $60.00 kind $53.00
Quartered oak; $70.00 kind $44.00
Quartered oak; $80.00 kind $49.00
Quartered oak; $80.00 kind $62.00
Quartered oak; $90.00 kind $56.00
Quartered oak; $100.00 kind $68.00
Quartered oak; $120.00 kind $75.00

Carpets at Cost and Less

All the different grades of floor coverings have been shifted around and rearranged in order to make more floor space. Reduced prices will be appreciated by those who have long known the fact that the Van Sciver carpet prices, in their regular way, are much beneath the market.

Rugs

	Formerly	Now
Wilton; 9x12 feet	$75.00	$50.00
Smyrna; best; 9x12 ft	$48.50	$32.75
Axminster; 9x12 feet	$26.50	$17.00

Carpets

Axminsters; Lowell and Bigelow; formerly $1.65 and $1.75; now $1.20 per yard.

Wilton Velvets; $1.40 grade; now $1.10 and $1.15 per yard.

Velvets; price 75c yard instead of $1.00.

Tapestry Brussels; 10 wire; 67½c per yard instead of 85c.

Body Brussels; patterns for rooms, halls and stairs; the $1.25 grade; now $1.10 per yard.

Body Brussels; patterns for rooms, halls and stairs; the $1.25 grade; now marked to $1.00 per yard.

Ingrains; all wool; former price 75c; now 55c per yard.

Ingrains; all wool; former price 65c; now 50c per yard.

Refrigerators and Ice Chests

The largest and finest stock; the most practical and efficient system of dry air preserving process. New catalogue with specially reduced prices now ready, sent free to anyone applying.

FURNITURE, CARPETS, DRAPERIES, WALL-PAPERS, BEDDING, ETC.

J. B. VAN SCIVER CO.

CAMDEN, N. J.

LARGEST DECORATIVE HOME-FURNISHING HOUSE IN THE WORLD.

EASY OF ACCESS BY FERRY FROM MARKET ST. PHILA. ALL BOATS LAND AT OUR WAREROOMS.

SIDE LIGHTS ON POLITICIANS AND THEIR LITTLE GAMES

Maybe Quay is going to Harrisburg to open his headquarters a week before the convention because he has a large majority of the delegates electorally tied up in Pennsylvania.

But it doesn't sound reasonable.

* * *

That St. Louis grand jury will find it no light task to overthrow people here. [illegible] commencement of that city

Philadelphia may be a little more careful in their character admonishing operations of the future.

* * *

Levying blackmail on poor school teachers is a natural product of the system under which the letting of Legislature and the purchase of votes to non-residence are regarded as legitimate politics.

The smoking little thief takes his cue from the bold highwayman of the ma-



$40 Quartered Oak Roll Top Desks $28

Three whole carloads of big roll top desks came to us last week from a large Eastern manufacturer. 'Twas a big deal at a big saving in price—$12 on each desk. They are going to our customers at the same saving as to us—$40 desks for $28.

FIG. 5

The leading features of this advertisement are the superior illustration and the "rebuilding" talk



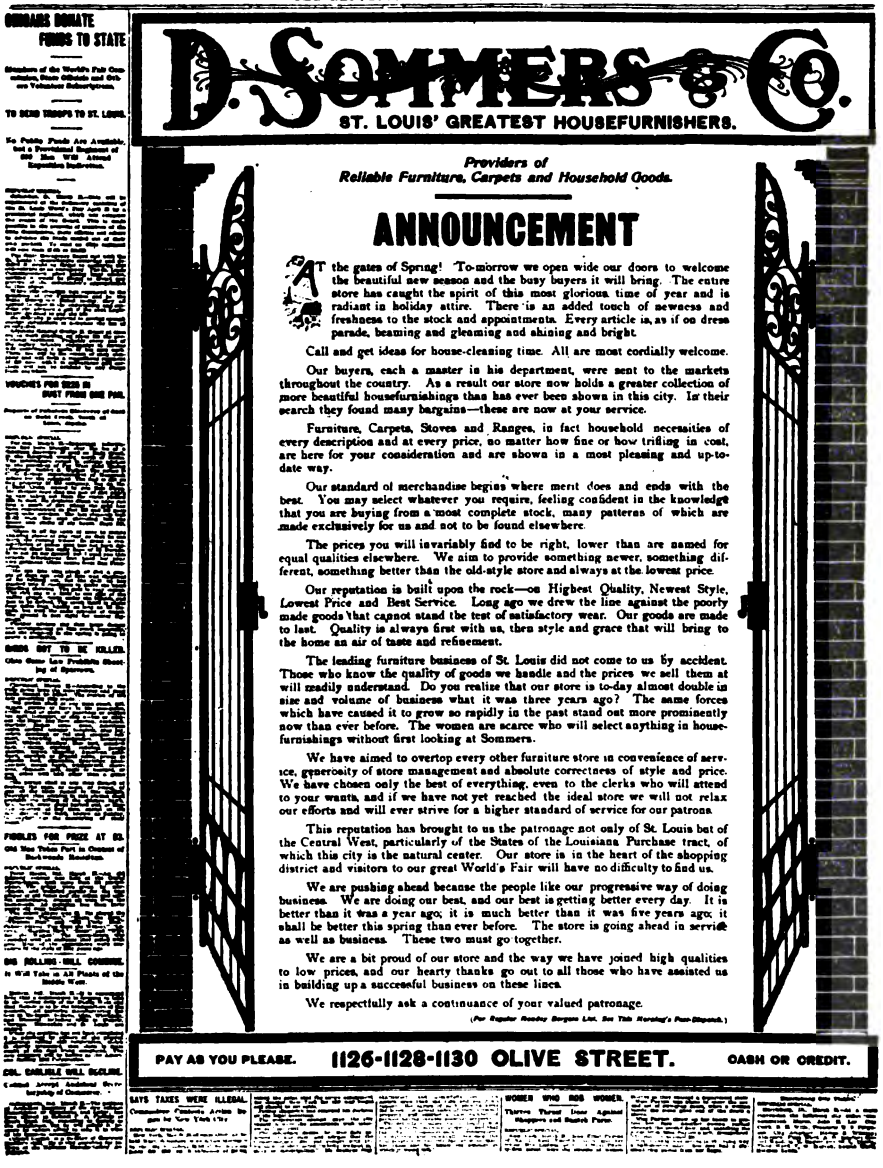
FIG. 6

A fine example of an appropriate illustration for the feature panel



FIG. 7

A fine example of opening announcement. Note the harmony between the signature, the illustrations, and the decorative border. No prices are given; the whole effect is of elegance and beauty. This advertisement occupied a full page. Plate lent by "Profitable Advertising"



GUNBOATS DONATE FUNDS TO STATE

Members of the World's Fair Commission Obtain Officials and Orb ers Volunteer Subscriptions.

TO SEND TROOPS TO ST. LOUIS.

No Public Funds Are Available, but a Provisional Regiment of 600 Men Will Attend Exposition Dedication.

VOUCHERS FOR SEED IN DUST FROM ONE PAN.

BIRDS NOT TO BE KILLED.

Ohio Game Law Prohibits Shooting of Sparrows.

FIDDLES FOR PRIZE AT EX.

One Man Takes Part in Contest of Backwoods Musicians.

BIG ROLLING MILL COMBINE.

It Will Take in All Plants of the Steel Trust.

COL. CARLISLE WILL RESIGN.

Colonel Accepts Assistant Secretaryship of Commerce.

D. SOMMERS & CO.

ST. LOUIS' GREATEST HOUSEFURNISHERS.

Providers of
Reliable Furniture, Carpets and Household Goods.

ANNOUNCEMENT

AT the gates of Spring! To-morrow we open wide our doors to welcome the beautiful new season and the busy buyers it will bring. The entire store has caught the spirit of this most glorious time of year and is radiant in holiday attire. There is an added touch of newness and freshness to the stock and appointments. Every article is, as if on dress parade, beaming and gleaming and shining and bright.

Call and get ideas for house-cleaning time. All are most cordially welcome.

Our buyers, each a master in his department, were sent to the markets throughout the country. As a result our store now holds a greater collection of more beautiful housefurnishings than has ever been shown in this city. In their search they found many bargains—these are now at your service.

Furniture, Carpets, Stoves and Ranges, in fact household necessities of every description and at every price, no matter how fine or how trifling in cost, are here for your consideration and are shown in a most pleasing and up-to-date way.

Our standard of merchandise begins where merit does and ends with the best. You may select whatever you require, feeling confident in the knowledge that you are buying from a most complete stock, many patterns of which are made exclusively for us and not to be found elsewhere.

The prices you will invariably find to be right, lower than are named for equal qualities elsewhere. We aim to provide something newer, something different, something better than the old-style store and always at the lowest price.

Our reputation is built upon the rock—on Highest Quality, Newest Style, Lowest Price and Best Service. Long ago we drew the line against the poorly made goods that cannot stand the test of satisfactory wear. Our goods are made to last. Quality is always first with us, then style and grace that will bring to the home an air of taste and refinement.

The leading furniture business of St. Louis did not come to us by accident. Those who know the quality of goods we handle and the prices we sell them at will readily understand. Do you realize that our store is to-day almost double in size and volume of business what it was three years ago? The same forces which have caused it to grow so rapidly in the past stand out more prominently now than ever before. The women are scarce who will select anything in house-furnishings without first looking at Sommers.

We have aimed to overtop every other furniture store in convenience of service, generosity of store management and absolute correctness of style and price. We have chosen only the best of everything, even to the clerks who will attend to your wants, and if we have not yet reached the ideal store we will not relax our efforts and will ever strive for a higher standard of service for our patrons.

This reputation has brought to us the patronage not only of St. Louis but of the Central West, particularly of the States of the Louisiana Purchase tract, of which this city is the natural center. Our store is in the heart of the shopping district and visitors to our great World's Fair will have no difficulty to find us.

We are pushing ahead because the people like our progressive way of doing business. We are doing our best, and our best is getting better every day. It is better than it was a year ago; it is much better than it was five years ago; it shall be better this spring than ever before. The store is going ahead in service as well as business. These two must go together.

We are a bit proud of our store and the way we have joined high qualities to low prices, and our hearty thanks go out to all those who have assisted us in building up a successful business on these lines.

We respectfully ask a continuance of your valued patronage.

(For Regular Sunday Bargain List, See This Morning's Post-Dispatch.)

PAY AS YOU PLEASE. **1126-1128-1130 OLIVE STREET.** CASH OR CREDIT.

SAYS TAXES WERE ILLEGAL.

Commissioner Clements Argues Before Tax Board.

WOMEN WHO ROB WOMEN.

Thieves Thrive Under Against Shoppers and Search Force.

FIG. 8

A very unusual, but striking illustration. The open gates suggest welcome, which is appropriate for an opening announcement



FIG. 9

A very pretty Easter advertisement. Illustrations, type, and display are all harmonious

Men's Easter gloves.

Men's spring weight gray suede gloves, made with one clasp wrist; fagoe fingers, and unlformal embroidered back; worth 1.50 a pair, special Easter hour, 65c.

MANDEL BROTHERS DAILY STORE NEWS

Men's Easter canes.

Special—200 very fine, English partridge sticks, natural wood sterling silver nervous dragon; just the proper style now, regularly sold for $3 and $2.5, now 1.50.

Men's stylish Easter suits and overcoats



BOTH for dress and business purposes our new styles in Broadway Brook and Mandel Special clothing are the best ready-to-wear lines made—carefully tailored from the smartest spring suitings and overcoatings, they possess an individuality and character that are seen nowhere else outside the work of the exclusive custom tailor, who charges $50 and $75 for suits and overcoats.

They are to all essential features, in fact, a custom tailor made garment, and the fit is made certain by a carefully devised system of measurement.

If you have postponed buying your Easter suit or overcoat until the last thing, come into our great new's clothing section today—there are plenty of salesmen to help you select, and the best line of ready-to-wear clothing in the city to choose from.

At $15 we are showing an exceptionally good line of Broken Brothers' suits, in the very latest spring mixtures—blues, blacks and fancy patterns—all well made.

$15

Today we place on sale a large line of new spring suits in black, blue serges and fancy mixtures at $15. These suits are all three-button sack models, well finished and are fully worth $20 made to your order. We will sell hundreds of them the day before Easter at $15.

Business suits, $8 to $40.

Trousers, $2 to $10.

Children's overcoats, $3 to $40.

Boys' and youths' overcoats, $400 to $20.

Dress and semi-dress suits, $20 to $40.

Fancy short coats and vests, $10 to $40.

Fancy vests, $2 to $6. Spring trousers, $4 to $10.

Basement—Men's spring and summer suits and overcoats—the largest and newest of all the elegant garments in stock at fancy reductions, ranging from $10 to $40. Many of these garments are the latest home dresses in Chicago, to

$10

200 dozen Easter scarfs at 35c each.

THREE scarfs for a dollar the day before Easter. If that isn't a tuneful necktie bargain there never was one. It's not a gathering of "odds and ends," either, but brand new scarfs just taken from the cases.



We are going to store on sale 200 dozen high grade Fancy scarfs at 35c apiece, or three scarfs for a dollar. That is the greatest bargain of the season, for these scarfs were made to sell for 50c and are the very smartest shapes and patterns, both light and dark. Most of them are four-in-hands and tecks. Come down early for these dressy ties and sell very rapidly at the special day before Easter price, 35c.

35c

White madras negligee shirts, with pleated bosoms, attached cuffs; 1.00, 1.25, 1.50 and 2.00.

Men's colored percale shirts, laundered and hard wearing; these handsome new lines to $2 and choice today at $1.

These silk-finish tapered lines of men's and boys' spring shirts all new spring designs, made to sell from a half dozen to three at $1.50, as shirts are marked at today's remarkable values at 1.25, 1.00 and 75c.

Basement—Men's fancy percale and pleated bosom shirts, all good patterns in attractive styles for spring and summer wear, also plain colored goods not 61 values—special sale at 50c.

Handsome silk shirt waist suits



THEY will make their appearance the first warm spring days, and will be much more fashionable than last year's creations, for this the shirt waist suit was a novelty, while its acceptance by fashion followers this season was assured months ago, and the designers have exerted their utmost efforts to produce charming effects.

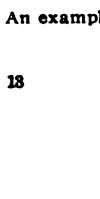
Pure, unadorned fashions are enforced in the incomparable showing a new collection of 200 suits, ranging in price from $10 to $25, and all the elaborate and more serious creations of the season here.

Tan colored silks have great vogue this year, so you'll find plentiful representation of pongees and tussahs. In the plain, checked and striped foulards as well as plain and shaded taffetas.

All the new styles and designs are here—new yoke, plaited shoulder, Stroke and sleeve effects are used in profusion, and there are many natty combinations of plain and fancy effects, plaited, plain, flare, flounce, and tunic shirts, all worked into a profusion of shapes and confections that the style loving woman will go into ecstasies over. Nearly all styles are shown, with skirts of both walking and dress lengths. Prices range from $15 to $25.

The accommodating suit illustrated on this page is a very pretty design, plaid taffeta short tunic that are all the rage.

A special shoe section for children.



WE have a special section devoted to children's shoes, with salespeople in charge who are experts in the proper fitting of growing feet.

Boys and girls who need new shoes for Easter can be nicely fitted out here today. There are plenty of salespeople, and all the possible styles made to choose from.

Boys' shoes, $1 and $1.50.

Children's 50c to $1.25.

Little gents' 2½ to 8, at 1.50.

Little misses' shoes at $1.

Basement—Boys' and children's shoes, sensible footgear at 50c and 1.50.

Easter neckwear for women.

Our women's neckwear section is just the place to pick up something dainty for Easter.

Beautifully embroidered stocks with plaited tulle ends, paper stocks with tulle straightened with buttons, and striped in colors, and a hundred and one other styles, 50c.

Trefousse gloves, 1.50

We have first received a large shipment of the "Jan Reader" quality women's Trefousse kid gloves, in pearl and tan, for Easter wear.

The "Jan Reader" is one of the finest makes in existence, and the Trefousse leather is strong, soft and pliable.

These gloves are made with 2 and 3 dome fasteners, and come in all the new spring shades—plain and self-embroidered backs, and prique stitched—plain and embroidered backs, at $1 and $1.50 extra—price, 1.50.

Men's nobby hats.



Last chance to buy one for Easter Sunday. You will find the latest blocks in Mandel Hats.

Ladman hats in the new rajah shapes and self-style, unsurpassable, the best hat for the money in Chicago, at $2.

Bedford hats, a hat that you can wear with pride, the acme of perfection in fur felt hat, at all the leading shapes, at $3.

50th hats or opera hats of the best make, $5.

Basement—Ample line of men's spring hats, regular $2 and $3 sizes, very special at 1.33.

A 4 camera for 4.90.

That's the remarkable offer we have made for spring and Easter in our camera department.

It's a 4x5 rapid rectilinear camera, with all the latest improvements, including double swing back, rack and pinion focusing adjustment, automatic shutter, for time and instantaneous exposures, with 6-inch rapid rectilinear lens, for spring and Easter, 4.90.

Eastman's Kodak Developing Powders, 10c.

We are headquarters for Eastman Kodaks, Premo, Poco and Cramer's Century cameras.

Complete lines of photographic accessories, and a complete line of supplies.

Basement—Kodaks in dark room for personal photographic lots of charge.

3 pairs half hose, 50c.



We have just received another shipment of half hose, which we bought at a great sacrifice in Chicago. It is one of the best values we have ever offered in men's hose.

In addition to the special in the window, we have a lot of assorted patterns, from one of New York's best hosiery manufacturers, which is on sale at the following prices: 3 pairs for 50c, 6 pairs for 1.00, 12 pairs for 2.00.

Girls' exclusive Easter attire.



WITH this last day before Easter you'll want to be careful that the style and fit are just right when you pick out your daughter's suit, so you would best come to Mandel's, where the fashions are faultlessly correct and distinct pains are taken at letting out girls and you can be sure to secure something very smart for tomorrow's great style-parade.

Girls' box reefers, in tan cloth and blue cheviot, double breasted style, sizes 2 to 6 years, at $3.

Girls' reefers, of fine cheviot, blue, tan and red, sizes 2 to 6 years, 17.50.

Girls' black silk reefers, fancy collar, new double breasted style, sizes 2 to 6 years, at $15.

Misses' jackets, of fine all wool black cheviot, box back, collarless, with shoulder cape and patch pockets, sizes 12 to 16 years, 7.50.

Misses' novelty jacket, tweed, in fancy mixtures, tailor made, 2 years, 17.50.

Junior blouse suits, in blue and black cheviot and fancy mixtures, collarless, with sleeves, panel sleeves, good lined skirt, sizes 14 to 18 years, $15.

Misses' and small ladies' suits, in mohairs and broadcloths, with fancy jackets and panel sleeves, collarless, satin lined, good skirts, at $25 and $30.

Girls' Peter Thompson suits, in navy blue cheviot, box jackets, sizes 6 to 14 years, at 6.50.

Girls' 2-piece blouse suits, fancy gingham, blouse waist, lined throughout, pleated skirt, sizes 2 to 6 years, at 3.50.

Boys' nobby Easter clothing.



IN selecting these new spring lines we examined sample after sample from the finest makers of boys' clothing—selected the best from several, suggested improvements in many, making our present showing both exclusive and high class.

Double breasted box suits, ages 7 to 17 years, $3 to $15.

Norfolk suits, ages 7 to 17 years, $3.5 to 16.50.

Sailor suits, ages 3 to 12 years, $1 to $6.50.

Russian blouse suits, ages 2½ to 7 years, $3 to $10.

Single breasted cutaway suits, ages 7 to 19 years, $3 to $10.

Sailor collar blouse suits, ages 3 to 8 years, $3 to $10.

3-piece knee pant suits, ages 10 to 18 years, $7.50 to $15.

Young men's suits, ages 14 to 20 years, $10 to $25.

Boys' Eastern overcoats, ages 3 to 8 years, $3 to $12.

Young men's overcoats, ages 15 to 20 years, $10 to $25.

Boys' white duck, a splendid showing at 50c, $1 and 1.50.

Boys' Easter cut-aways and sacques, 4 to 8 years, $3, $4, 5.50 and up to $15.

Boys' Easter cut-aways, age 9 to 16 years, $5 to $20.

Boys' Easter overcoats, today 2.50 and 50c.

Boys' Easter sweaters, good values at 50c to 1.50.

Boys' Easter hats, all sizes and styles, $1 to 3.50.

Boys' Easter caps, 50c, 75c, $1 and 1.50.

Boys' Easter ties, all styles, 10c to 25c.

Boys' Easter shirts, a splendid showing at 50c, $1 and 1.50.

Boys' $3 blue suits, 2.95.

Boys' $4 all wool navy blue suits, today 3.95.

Boys' $12 long pant suits, 10.

Boys' 75c knee pant suits, 48c.

Boys' $1 hat sizes, 50c.

Boys' 75c silk neckwear, 50c.

Boys' 50c ties, at 25c.

Economy basement.

Boys' 7.50 black and blue knee pant suits, 3.95.

Boys' $3 white suits, 2.95.

Boys' $4 all wool navy blue suits, today 3.95.

Boys' $12 long pant suits, 10.

Boys' 75c knee pant suits, 48c.

Boys' $1 hat sizes, 50c.

Boys' 75c silk neckwear, 50c.

Boys' 50c ties, at 25c.

Picturesque hats for girls' Easter wear.

IF you haven't bought an Easter hat for your daughter yet, bring her down to our millinery parlors today, and choose from these exquisite concrete creations of flowers and ribbon trimmed Tuscans we are showing. Although Easter is no fewer our showing of dainty little dress hats contains hundreds of picturesque creations. The prices are so low that you can't resist them.

Trimmed velvet and fancy braid flat crown hats for school wear at from 75c to $3.

Tuscans, fancy and plain straws, trimmed with ribbons and flowers, in the most beautiful new shapes, ranging from 1.50 to $10.

Exclusive imported wash fabrics.

THE demand for cottons this season simply knows no bounds—it's cottons sheer and fancy for all occasions, and we've a line that is satisfactorily supplying a goodly share of the Chicago wants.

Cottons of every conceivable pattern, coloring, combination, texture and weave—light, bright fabrics and fancy heavy textiles—plenty of them, new imported linens, too.

For short models there are organdies, chevrons, lawns, batistes, dimities, voiles, percales, mercerized, cotton, etc., at 10c, 12½c, 15c, 18c, 20c, 25c and up.

For afternoon dresses you'll find dainty lawns, batistes, linens, etc., per yard 25c and up.

For party or evening wear the choicest of Swisses, grenadines, silks, organdies, mercerizeds, voiles, etc., at, per yard, 25c and up.

FIG. 10

An example of overdoing a good thing. The illustrations are exceptionally good, but there are too many of them



THE NORTH AMERICAN, PHILADELPHIA, MONDAY, SEPTEMBER 22, 190[illegible] 29

Partridge & Richardson Chestnut Partridge & Richardson Eighth Street Partridge & Richardson Eighth Partridge & Richardson

Costumes, Waists, Coats, Furs — Opening Display of New Styles

Second Floor

Costumes and Coats

A distinguished gathering of the newest, smartest tailored suits, dresses, costumes and coats awaits you here to-day. Of course Paris and Berlin and Vienna have sent us exquisite productions, but it is a noteworthy fact that the handsome gowns and coats evolved by our own American artists will stand favorable comparison with the creations of the famous European modistes. As an authoritative index to the most favored fashionable styles, the exhibition is altogether unique and deserves the attention of every woman. Let us point out a few of the exquisite garments.

China and Glassware—Great Values

Fourth Floor

Prices Are in Many Cases Less Than Half

Fine French China — Cut Glass — Dinner Sets

Housekeeping Helps—A Continued Sale

A Profusion of Elegant Waists

Among the New Things Are

All the Fashionable Furs are Here

A Rich Display of New Ribbons

Sash Ribbons — Novelties in Narrow Ribbons — Made-up Bows, Etc. — Millinery Ribbons — Two Specials

Shoes—Another Great Sale

Women's Shoes

Misses' and Children's Shoes

Boys' and Youths' Shoes

Women's Kid Gloves 68c Pair

Two Big Bargains for Men

Use Rubwhite

Rugs—An Extraordinary Showing and Sale

This is such an important occasion that the entire Main aisle, first floor, has been given up to the display of the Rugs—and of course the regular department on the fourth floor also holds a great collection of them. But besides being a marvelous array of the best products of the leading American rug makers, it is also an economical event never before equaled.

Your scope of choice is almost unlimited no matter what price you wish to pay, and *no matter what price you do pay it will be less than the same kind of rug costs elsewhere.* Think for instance of buying for $1.95 the best grade Smyrna rug 30x60 inches that sells regularly at $3.50. This is only one of the many equally attractive bargains.

Oriental Rugs

Some More Examples of Our Underselling

Strictly All-Wool Smyrna Rugs

Best Grade of Smyrna Rugs

Partridge & Richardson Chestnut Street Eighth Street Partridge & Richardson

FIG. 11

A unique illustrative scheme, sure to attract attention. Four large cuts effectively displayed in a minimum of space

or in part by several papers. In this case, it is the easier plan to have one newspaper set the entire advertisement and furnish proofs of it the day before it is to appear. This method, of course, necessitates the writing and sending of copy two days before the day of publication, but nothing is lost by it, as it permits carefully considered and finished work. If emergencies arise that require quicker action, they can be met as they come, but the largest and most aggressive stores find the plan of sending in copy two days before publication quick enough.

Some stores set up their advertisements in their own typesetting office and furnish copy to newspapers in the form of a complete and corrected proof, which the newspapers copy letter for letter and line for line. This method really saves no time and is an item of much expense; it is a practice that is rapidly disappearing, however.

6. Individual Typesetting.—To facilitate the setting of copy, the best newspapers usually assign certain compositors to the advertisements of certain stores. These compositors, knowing the style of the borders and heads, the sizes of body for introductions, and the arrangement of panels, items, etc., can handle the work much more easily and accurately. It is well to suggest this plan to newspapers not already following it.

7. "Wait-Order" Copy.—In general practice, an advertisement intended, for example, for Wednesday's papers is prepared by the advertising man on Monday. The copy and layout, marked "wait orders," are then sent to one paper on the afternoon of the same day. This **wait-order copy,** as it is called in advertising offices, is immediately set in type and ten or more proofs are sent to the advertising man on the following morning (in this case, Tuesday morning), but the newspaper does not publish the advertisement until orders are given to do so.

Fig. 12 shows a schedule that is useful as a reminder to all who have to do with the preparing of the advertisement.

DEPARTMENT-STORE ADVERTISING SCHEDULE

Advertisement to Go in Paper	Find Out What Space Buyers Want	Get Copy From Buyers	Proofs From Paper and O. K. From Buyers	Send O. K. Proof to Papers	General
Monday	Thursday	Friday A. M.	Saturday A. M.	Saturday 3:30 P. M.	50 proofs for store use of all ads before going to press
Tuesday	Friday	Saturday A. M.	Monday A. M.	Monday 3:30 P. M.	
Wednesday	Monday A. M.	Monday By noon, sure	Tuesday A. M.	Tuesday 3:30 P. M.	
Thursday	Monday	Tuesday A. M.	Wednesday A. M.	Wednesday 3:30 P. M.	
Friday	Tuesday	Wednesday A. M.	Thursday A. M.	Thursday 3:30 P. M.	
Saturday	Wednesday A. M.	Thursday A. M.	Friday A. M.	Friday 3:30 P. M.	
Sunday	Wednesday	Thursday	Saturday A. M.	Saturday	

FIG. 12

8. Getting Proofs Approved by Buyers.—As soon as the proofs are received by the advertising man, they are cut up into as many sets as there are newspapers to be used, plus one more set for the buyers, and each department clipping is pasted on a large sheet of paper.

While the rule of not cutting official proofs apart is a good general one to follow, it is best to make an exception in the case of department-store advertisements. This is a class of copy that is often written and set up with little spare time, which increases the number of corrections to be made. If an attempt is made to put fifty or sixty corrections or additions on the margin of a proof of a large advertisement consisting of many panels, the result will be a confusing maze of lines and words. By putting each section of the advertisement on a large sheet and allowing ample margins, plenty of room will be had for marking corrections. Besides, when this cut-apart proof goes back to the printing office, it may be divided among a dozen or more compositors so that changes can be made more quickly. As the printers already have a layout, no difficulty is experienced in finding the various sections of the set matter.

The advertising office, after cutting up the proofs as described, will have a number of duplicate sets of sheets of a uniform size, each sheet in each set representing one department. Let it be supposed that there are three newspapers to be used. This means, then, that four sets of these proofs will be needed. One set is then distributed among the departments, each buyer getting the sheet that has the advertisement concerning his goods, and the other sets are retained in the advertising department.

Each buyer reads the proof he receives and makes any correction necessary, especially in the advertised prices. When the proof is corrected, the buyer puts his O. K. on the sheet and returns it to the advertising office. The advertising man is thus relieved from all responsibility as to figures and technical statements, although he is of course not released from the duty of scanning the proof with

extreme care in search of any mistake that the buyer may have overlooked.

9. Handling of Corrected Proofs.—Each corrected proof returned O. K. by the buyer is pinned to its duplicates, which were retained in the advertising office. When all the approved proofs from the various departments have been received, the advertising manager, or his proof-reader, if he has one, goes over them carefully for errors and possibilities of improvement. When the advertising man has finished, these proofs contain all the corrections, both those of the buyer and those of the advertising office.

10. Transferring of Corrections.—All corrections on the first set of proofs are then transferred to the duplicate proofs—one for each paper to be used. On each of these duplicates are also made such corrections and alterations as may be necessitated by any special rules or conditions peculiar to the paper to which it is to be sent.

The transferring of corrections to two or three sets of proofs is sometimes a matter of much toil when advertisements are large. When circumstances permit, this labor may be avoided by furnishing one complete corrected proof to the newspaper that set the advertisement and having that paper make the corrections in the type and furnish the other newspapers with revised proof. This method works very well in some cities and with newspapers that do not carry a large volume of advertising; in other cases, however, it is not feasible, owing to the late hour at which corrected copy is likely to reach the other newspapers.

11. Delivering the Proofs to Newspapers.—In the case under consideration, all the work of reading and approving the proofs is done on Tuesday. On Tuesday afternoon, the advertiser has a complete set of approved proofs from the buyers, and a number of duplicate sets of proofs that show both the buyer's and the advertiser's corrections. These approved proofs are retained and put on file, and the duplicates are sent to the newspapers with an order for insertion.

As the proof has been cut up to facilitate the mailing of corrections, a layout should be sent along with the proof to the newspapers that did not set the advertisement, so that they can see the arrangement of the various sections. In such cases, as the matter is in proof and the display is clearly shown, a rough layout will do.

It is more satisfactory for the store to have its own messenger service than to depend on messengers from the newspaper office.

12. With the proof and the order to insert sent on Tuesday afternoon for Wednesday's publication is also sent the wait-order copy for Thursday's advertisement. This process is repeated every day except Saturday, which is usually the "easy day" of the advertising manager's week. This day is therefore devoted to booklet writing and many other duties that await opportunity for completion.

In the foregoing outline of the customary method of supplying copy and handling proofs, no distinction is made between morning and evening newspapers so far as time of sending copy is concerned. In most cities, the first editions of the evening papers appear so early in the day that copy must be sent to them on the preceding evening, precisely as with the morning papers.

13. Using Matrices of Forms and Cuts.—In some cities, the newspapers have mutual agreements whereby one provides the others with matrices of all the advertisements that are to appear in the same style and size in each of the papers. In nearly all cities, it is customary for one paper to supply the others with matrices of the cuts used. In such cases, it is necessary for the advertising man to correct only one set of proofs; but, as a rule, he must send each paper its own layout and corrected proofs.

14. Necessity of Reading Proofs Carefully.—In the larger cities, as has been stated previously, the advertising man must usually send each of four or five newspapers separate wait-order copy; in return, he receives as many different proofs, all of which must go through the same

process of cutting up, distribution to buyers, approving, correcting, and sending back with the order to insert.

This complex system, which is often made toilsome and difficult by the indifference or delay of buyers, sometimes tempts inexperienced department-store advertising men to "take chances" and insert advertisements that have not been seen in proof at all. Occasionally this is necessary in cases of emergency, but it is a practice that should be avoided if possible. If mistakes occur—and they occur frequently—they are likely to be costly. Careful revision by both buyer and advertising man is not only advisable, but actually essential to the protection of both employe and employer.

REINFORCING THE ADVERTISING

15. The whole duty of the efficient advertising man is not completed with the appearance of the advertisement in the newspapers. In all but the largest stores, it is also his duty to look after many other details, which will be briefly outlined.

16. Informing the Salespeople.—The advertising man must see to it that the effect of the advertisement is not lost through ignorance or inattention of salespeople. It would not be well for him nor for the store if a customer asked a salesgirl for an article advertised at a certain price that day and found her in total ignorance of what was meant or where to find it. It is, of course, the direct duty of the buyer and the indirect duty of the floor managers to see that the advertised goods are ready and properly marked on the morning of the day of sale, and that all the salespeople are fully informed of the fact and the terms of the advertised offer, but the efficient advertising manager will assure himself that all this has been attended to.

17. Furnishing Copy of Advertisement to Salespeople.—It is the practice in most stores to furnish the salespeople in each department with a copy of the day's advertisement and to see that they read it. This is usually

done by the advertising office, acting through the floor managers, and is best accomplished by distributing proofs of the advertisements when the paper does not come out in advance of the sale, or by distributing copies of the newspaper when the sale goes into effect on the day after the advertisement appears.

18. Window Displays.—The show windows of a store are usually under the charge of the advertising manager, who works through a professional window trimmer. In all cases of important sales, the window display should cooperate with the advertisement.

The window displays are extremely important adjuncts to the department store's newspaper advertising. In fact, when the window is on a busy street, the display sometimes gives results that are equal to any that can be expected of an average newspaper. Careful attention should be given the windows in order that their showings may be attractive and timely; and they should be changed frequently; say as often as twice a week.

Window trimming is a profession in itself and requires great taste and judgment. The advertising man will do well to work in harmony with the window trimmer. If the latter is a competent man, it is better not to interfere with him. He should be told what department is to receive the window space, and the rest should be left to his knowledge and experience.

19. Show-Cards and Price Tickets.—A show-card writer is always a part of the advertising man's organization, and the writing of show-cards is no unimportant part of the advertising man's work. In displaying these cards, an effort should be made to get the best possible compromise between the extremes of putting a card on everything and of putting out no cards at all. Show-cards are "silent salesmen." They attract attention and carry selling arguments just as a newspaper advertisement does. They are powerful auxiliaries in the campaign of selling goods. But if there are too many of them, the eye of an observer becomes confused and

weary and they lose their value. Too many cards should not be used, nor should they be made too large, but care should be taken with the ones that are prepared. They should be made to tell their story tersely and forcibly, and, most important of all, attractively. Just what form of attraction is to be used depends on the character of the store and the class of customers that frequent it. In a "popular" store, the attraction may be large letters and huge price figures; in a store of the so-called "better class," it might be dainty lettering or clever wording. It is a safe rule to treat show-cards as if they were headlines to an advertisement. The same principles underlie the use of both.

USE OF BOOKLETS AND FOLDERS

20. At one time it was the practice in all well-advertised stores to insert in every package that was wrapped and delivered, some circular, folder, or booklet advertising other goods. The argument in favor of this practice was (and is) that a large circulation of advertising matter could thus be secured at no cost but that of printing.

Of late years this practice has dwindled to a very great extent, especially in the larger cities, and the most experienced advertisers are beginning to question whether it really does pay even for the cost of printing.

This is a question that each advertising manager must work out for himself. The answer depends on many factors that are different for different stores; no fixed rule can be given. At first glance, it does seem too good an advertising chance to be lost. Every store of any size sends out thousands of packages every day. These go into the homes—the very place that all advertisers are keenly anxious to reach. On the other hand, the cost of printing even small leaflets or folders soon amounts to considerable when several thousand packages a day are to be supplied with them. Unless the returns are sure and plain, this scheme will prove a big "leak" in the advertising expense account.

21. Whether there will be returns or not depends on several things, chief among which are the care with which the matter for this advertising is selected, the character of the printed circular, the kind of home into which the circular goes, and the amount of such matter that the customer receives from other sources.

It is recommended that this method be carefully tried and the results watched. If it pays, it should be continued, of course. But unless it does pay, that is, unless enough direct sales can be traced from the use of such printed matter to cover at least ten times the cost of printing, it is better to put the money into something that does give returns. It should always be borne in mind that an advertisement that costs $50 is not paid for by sales amounting to $50. This point may seem too simple to mention; nevertheless, it is often overlooked. The cost of advertising must come out of the profits on the article—not out of its price. In department-store practice, an advertisement that costs more than 10 per cent. of the resulting sales can seldom be called successful.

The general tendency of the best modern advertising men is toward reducing the amount of printed matter that goes out. Some booklets, circulars, announcements, etc. must undoubtedly be used, whether they bring direct returns or not; but just how far to carry this method of publicity depends on circumstances and is usually determined by careful experiment. Some system of checking should be adopted, so that results will not be merely guessed at.

Some successful stores have adopted the policy of never sending more than one piece of printed matter in a package, the idea being that attention is more likely to be given to one circular than to a handful.

When printed matter is sent out, care should be taken to see that it is good. It should be of such character that it will fairly force itself on the recipient's attention. It should not be too cheap. "Whatever is worth doing at all is worth doing well" is an old saying that applies very forcibly to department-store printing.

MAILING LISTS

22. In stores that have found by experience that the sending out of printed matter pays, a **mailing list** is kept. This list is one of the most valuable assets of the advertising office, and is made up of names gathered from every conceivable source, chief among which are church-member lists, business directories, "blue books," telephone directories, club-membership lists, and other compilations of names and addresses of persons likely to be purchasers. One very large division of such a list is made up of the names of the "charge" customers of the store. Another division is compiled from the addresses taken from the sheets of the delivery department.

All these names are kept on card files and are classified and subdivided by geographical location, by some special feature, such as the business followed, or occasionally by financial standing. The names of men are kept on cards of one color, and those of women on cards of another color. This is done so that no ridiculous error may be made, such as sending a circular advertising a sale of muslin underwear to a man, or the announcement of a "drive" in cigars to a woman.

23. Keeping a List "Clean."—The great point about a mailing list is to keep it "clean"; that is, to keep it correct and free from valueless names. Changes of address must be learned and noted, and deaths and removals should be followed by canceling the proper cards. The usual method of doing this is to send out some matter at regular intervals in a sealed envelope under a 2-cent stamp. The envelope bears the usual request to the post office to return in case of non-delivery. The pieces of mail matter returned usually bear the notation of the post office as to why delivery was not made, and the mailing list can be revised from the returns received. Of course, the list of charge customers can be revised by checking the addresses with the records of the accounting department now and then.

SALES PLANS

ORIGIN AND CLASSIFICATION

24. One of the distinctive features of the business methods of department stores, more especially those of Classes B and C, is the **sale**, in which one or more departments offer, for a certain time, merchandise of one or more kinds at prices much lower than regular prices.

The sale idea is said to have originated with the Bon Marche, a large department store in Paris. This idea was adopted very early by American stores and has reached its highest development in this country. Notwithstanding the fact that the sale idea is used almost everywhere and is made the subject of many jokes, it is a great business-producer.

25. Sales may roughly be divided into two classes, namely, the *department sale*, in which only one department or one line of goods is concerned, and the *general sale*, which affects practically the entire store.

The general sale has been exploited to such an extent in past years that the better class of stores is gradually abandoning it, except in the phases to be mentioned later. To use an expressive phrase, the general sale has been "worked to death" by the more sensational and less careful advertisers, who have used every possible excuse—good or bad, reasonable or unreasonable—to announce "stupendous merchandizing events," in which every article in the store was (if one could believe the advertising) offered at a reduced price. There were "Challenge sales," Thanksgiving, Fourth-of-July, Labor-Day, and other holiday sales, rebuilding sales, rummage sales, remnant sales, late-season sales, and one merchant in a large Western city once used trouble in his own family as the reason for a "great scandal" sale.

REASONS FOR CONDUCTING SALES

26. Only Logical Reason for a Sale.—It is obvious that the only reason for having a sale that is of the least value to the public is one that will sensibly and logically explain why prices should be reduced. Any good reason for such price cutting is a good reason for having a sale, but there are very few such reasons. The best-managed stores today therefore reserve their advertising force for those sale events which are really founded on common-sense reason.

27. Sales for Keeping Stock Clean.—Chief among these sales reasons is undoubtedly the necessity for keeping a store's stock *clean;* that is, having only fresh, seasonable, desirable goods in stock. No good store ever carries old stock. If any goods are purchased that do not, for any reason, sell readily, they are reduced in price until they do sell. The large stores never count cost in such cases. If necessary, they will reduce the price of "slow" goods to a point far below cost to get rid of them.

28. Forcing Slow-Selling Goods.—The forcing of slow-selling goods is good business for several reasons. There is seldom anything to be gained by waiting. Seasonable goods that will not sell one week will sell no better the next. The loss may as well be taken first as last; in fact, the loss may better be taken early, because every week that passes puts the goods further behind the season. Moreover, the presence of slow-selling goods in stock prevents the buyer of that department from purchasing other goods that might sell better. The slow goods not only take up room that could be used for more attractive merchandise, but they also figure in the buyer's stock account. Most buyers are given a "limit" within which they must keep their stock on hand. If a buyer has reached his limit for the time being, he must turn some of his unsold stock into money before he can get more. Furthermore, "dead stock" is expensive for any firm, because it represents just so much

capital lying idle, and the financial success of any department store depends very largely on the ability of the buyers to make "quick turns"; that is, to make prompt disposition of merchandise purchased in order to buy more and thus turn money over and over.

GENERAL SALES

CLEARANCE SALES

29. Clearance sales are of extreme importance when a store approaches a change of season. Merchandise belonging particularly to one season should be sold out clean. Winter clothing, for instance, must be sold before warmer weather makes it "dead stock," while summer clothing must be sold at the time the public still desires it. No well-managed store carries goods over from one season to the next. The loss in profits through forced sales is likely to be less than the loss that would accrue from carrying dead stock through an idle season, to say nothing of the probability of changes of fashion, which would make the goods entirely unsalable the following year. What is true of clothing is also true to a greater or less extent of almost all other merchandise, except staples that are in demand the year around.

30. Logical Reasons for Clearance Sales.—The clearance sales that are always advertised toward the end of a season are not only logical in their underlying reason, but they are really essential to a store's success. Such sales are the most important and the most sensible of the general sales, because there are good reasons for reducing prices, and price reductions are usually genuine and heavy. Such sales can be pushed with great vigor.

31. Proper Time for Clearance Sales.—Most stores have two clearance sales each year. One usually occurs in January (see Fig. 13), immediately following the great

Semi-Annual Clearance and After-Inventory Sale

Showing How to Make a Dollar Do the Work of Two, and Sometimes Three

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Maker's Clear-up of Stylish Waists

A Third to a Half of Regular Prices

New Muslin Underwear at Clearance Prices

Clearance of Carpets, Rugs, Linoleums

R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO. | R. SNELLENBURG & CO.

FIG. 13

A combination clearance and after-inventory-sale advertisement, written in a catalog, or price-list, style, but without illustrations

Christmas business; its purpose is to clean up holiday goods that are left over and to make a good beginning on the reduction of the winter stocks throughout the store. The other sale usually takes place in July or August, so as to reduce the summer stocks.

STOCK-TAKING SALES

32. Large stores "take stock" twice a year, usually about the beginning of the spring and the winter season; that is, in February or March and in August or September. Stock taking consists in the actual counting and listing of every piece of merchandise in the store. This is a very hard and tedious operation, and usually requires the services of the entire salesforce for two or three days and evenings. However, by the usual system of stock taking it is only by thus actually counting and measuring every bit of merchandise that the management is able to know exactly what is on hand and to figure what has actually been made or lost in each department during the preceding season.

It is the duty and ambition of every merchant and buyer to show as little stock on hand as possible; that is, to show as large sales as possible. This gives another very reasonable and proper excuse for a forced sale, and the **stock-taking sale** is the result. Stock-taking sales, as will be noted, occur at about the same time as the big clearance sales and for this reason are sometimes combined with them, as will be observed by noting the advertisement shown in Fig. 13.

OTHER GENERAL SALES

33. The clearance and stock-taking sales are the only price-reduction events that have fixed reasons. However, there may be occasional reasons equally good for similar movements, and when the reason is real and logical, it should be used to the best advantage. A **removal sale** may naturally be based on a good reason, namely, that it is easier to sell goods than to move them, even if the price

is low. **Rebuilding sales,** in which the excuse for price cutting is the necessity for compressing the departments into a smaller space, to give room for carpenters, are often founded on actual facts. Fig. 14 shows an announcement of an annual black-goods sale. Fig. 15 illustrates how the purchase of the stock of another store may be used as the advertising idea for a general sale. The mill-end sale illustrated by Fig. 16 is still an annual feature with some stores but is not so strong as it once was.

34. Factitious Sales.—Many stores have **anniversary sales** to celebrate their founding. The reason for such sales—that is, the reason for reducing prices—is not easy to understand. In fact, the anniversary sale, together with the **challenge sale** and a dozen others frequently advertised in the past, all being founded on reasons that are more imaginary than real, are being dropped by the better class of stores. The reason for their abandonment is that the public is wise enough to understand that no store can afford deliberately and generally to reduce its prices for any length of time unless there is some good business reason that makes such reductions wise and profitable. Also, the public has been taught this wisdom by the repeated efforts on the part of sensational advertisers in every city to make the appearance of reductions pass for the actual reductions. It is not necessary to practice deceit in clearance sales; in such cases, the reductions can be and usually are actually made. In the factitious, or fictitious, sales, reductions, if made at all, are made only in a spasmodic and desultory fashion. The public of a city soon associates the real bargains with the real reasons and looks askance at the imitation bargains that must necessarily accompany an imitation reason.

35. Reason for Factitious Sales.—The real reason that underlies many factitious sales today is that their success in the past has given increased sale figures for a certain day or week. Thus, in the effort to meet these figures, the same plan is tried, despite its failing efficiency.



FIG. 14

A well-balanced and attractive advertisement. Note that only the upper half of the space is used to advertise "Black Goods"

LIT BROTHERS

HATS TRIMMED FREE OF CHARGE

LIT BROTHERS

MARKET, FILBERT, EIGHTH and SEVENTH STREETS

The Name a Guarantee

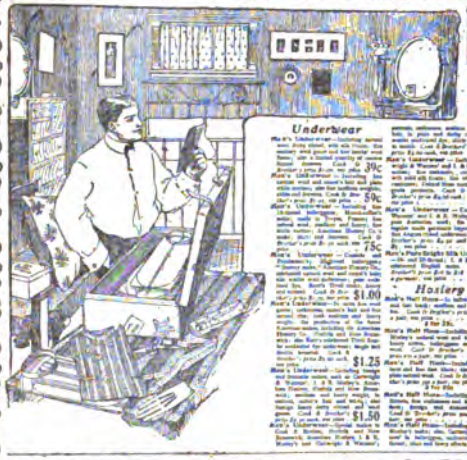
Cook & Bro.'s Sales Force

THE EAGERLY-AWAITED MONEY-SAVING EVENT WILL BEGIN TO-MORROW MORNING, MONDAY, JANUARY 5

SALE OF THE ENTIRE STOCK OF COOK & BROTHER

For Forty-One Years the Largest Retailers of Hosiery and Underwear in America. Nos. 49, 51 and 53 North Eighth Street.

EXPECTATION has been aroused to an intense pitch by our preliminary announcements concerning our extraordinary purchase of the entire stock of Cook & Brother, who for so many years held the unchallenged position of being the largest retailers of hosiery and underwear in this country. Their retirement from business removes a landmark from the very heart of the retail district. The entire stock will be placed on sale in our store tomorrow morning, Monday, January 5, when the most phenomenal values ever will be offered in the best makes, highest grades and finest styles of Women's, Men's and Children's Hosiery and Underwear; Men's Neckwear, Collars, Cuffs, Shirts and Furnishings, together with Handkerchiefs and Gloves of all kinds. The prices will absolutely astonish you; in many instances they are lower than the wholesale or import cost.



The Men's Underwear, Hosiery, Neckwear, Shirts, Collars, Cardigan Jackets, Nightwear, etc. From the COOK & BROTHER STOCK

Cook & Brother made a special study of the needs of men in Shirts, Collars, Neckwear, Underwear, Hosiery, etc. For years they were the largest and most noted retailers of Furnishings in this city. The best makers of Europe and America were represented in it. Cook & Brother only bought from concerns whose products stood for the highest excellence. Quality was the standard in that old-time store. The bargains that are offered in this sale are absolutely unprecedented. Just look at the famous names that are attached to the underwear: Jaeger, Cartwright & Warner, Norfolk and New Brunswick, L. & H. Bailey, Manchester, and many Hosiery Company, etc.

Underwear

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $1.00 ... 39c

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $1.50 ... 59c

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $2.00 ... 75c

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $2.50 ... $1.00

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $3.00 ... $1.25

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $3.50 ... $1.50

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $4.00 ... $1.75

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $5.00 ... $2.00

Men's Underwear—Cooper's Derby Ribbed Shirts and Drawers, in white and natural gray, sizes 34 to 44. Cook & Brother's price $6.00 ... $2.50

Hosiery

Men's Half Hose—In balbriggan, wool and fast black; seamless and fancy ribbed. Cook & Brother's price 15c ... 9c

Men's Half Hose—Including L. & H. Bailey's natural wool and black cashmere, balbriggan and fancy ribbed. Cook & Brother's price 25c ... 12½c

Men's Half Hose—Including Bailey's natural wool and black cashmere, balbriggan and fancy ribbed. Cook & Brother's price 30c ... 18c

Men's Half Hose—Including Bailey's natural wool and black cashmere, balbriggan and fancy ribbed. Cook & Brother's price 50c ... 25c

Men's Half Hose—Including L. & H. Bailey's natural wool and black cashmere, balbriggan and fancy ribbed. Cook & Brother's price 75c ... 39c

Men's Half Hose—In balbriggan, natural wool and fast black; seamless and fancy ribbed. Cook & Brother's price $1.00 ... 50c

Neckwear

Impossible to give you an idea of the variety we have in any sort of design—the assortment is simply overwhelming. Here are a few of the new shapes, Cook & Brother's price 25c ... 12½c

Men's Neckwear—Including all the new shapes, light and dark effects. Cook & Brother's price 50c ... 25c

Men's Neckwear—Including all the new shapes, light and dark effects. Cook & Brother's price 75c ... 39c

Men's Neckwear—Including all the new shapes, light and dark effects. Cook & Brother's price $1.00 ... 50c

Suspenders

Men's Suspenders—Fast black web. Cook & Brother's price 25c ... 12½c

Men's Suspenders—Fast black web. Cook & Brother's price 50c ... 25c

Night Shirts

Men's Fancy Shirts—Night shirts of fancy striped muslin and cambric. Cook & Brother's price $1.00 ... 49c

Men's Fancy Shirts—Night shirts of fancy striped muslin and cambric. Cook & Brother's price $1.50 ... 80c

Men's Fancy Shirts—Night shirts of fancy striped muslin and cambric. Cook & Brother's price $2.00 ... $1.00

Dress Shirts

Men's Laundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $1.00 ... 49c

Men's Laundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $1.50 ... 80c

Men's Laundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $2.00 ... $1.00

Negligee Shirts

Men's Negligee Shirts—The celebrated "Lenox" brand and other well-known makes. Cook & Brother's price $1.00 ... 49c

Men's Negligee Shirts—The celebrated "Lenox" brand and other well-known makes. Cook & Brother's price $1.50 ... 80c

Men's Negligee Shirts—The celebrated "Lenox" brand and other well-known makes. Cook & Brother's price $2.00 ... $1.00

Linen Collars

Cook's Pure Linen Collars—Cook & Brother's own make, in all the latest styles. Cook & Brother's price 15c ... 9c

Unlaundered

Men's Unlaundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $1.00 ... 69c

Men's Unlaundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $1.50 ... 89c

Men's Unlaundered White Dress Shirts—Open front and back; a perfect fitting shirt. Cook & Brother's price $2.00 ... $1.00

Knit Jackets

Men's Cardigan Jackets—Shawl collar, pearl buttons, in navy blue, gray and black. Cook & Brother's price $1.00 ... 49c

Men's Cardigan Jackets—Shawl collar, pearl buttons, in navy blue, gray and black. Cook & Brother's price $1.50 ... 89c

Men's Cardigan Jackets—Shawl collar, pearl buttons, in navy blue, gray and black. Cook & Brother's price $2.00 ... $1.00

Men's Cardigan Jackets—Shawl collar, pearl buttons, in navy blue, gray and black. Cook & Brother's price $2.50 ... $1.25

Men's Cardigan Jackets—Shawl collar, pearl buttons, in navy blue, gray and black. Cook & Brother's price $3.00 ... $1.50

Flannel Shirts

Men's Flannel Shirts—Of fine quality flannel, in a large assortment of patterns. Cook & Brother's price $1.00 ... 49c

Men's Flannel Shirts—Of fine quality flannel, in a large assortment of patterns. Cook & Brother's price $1.50 ... 89c

Men's Flannel Shirts—Of fine quality flannel, in a large assortment of patterns. Cook & Brother's price $2.00 ... $1.00

Men's Flannel Shirts—Of fine quality flannel, in a large assortment of patterns. Cook & Brother's price $2.50 ... $1.25

Men's Flannel Shirts—Of fine quality flannel, in a large assortment of patterns. Cook & Brother's price $3.00 ... $1.50

For Women, Misses and Children

A Grand Array of Unmatchably Low Prices in the Finest Kinds of Hosiery and Underwear

FROM THE COOK & BROTHER STOCK

Hundreds of the leading families of Philadelphia deal exclusively with Cook & Brother. The women and children were regularly and completely fitted out there in hosiery and underwear. Georges Necessary. The Cook & Brother stock had special connections with the leading makers that gave them the control of the best qualities and best designs. They rejected everything that did not come exactly in the highest standard set by them. You will be astonished at the underpricing that has marked these garments. Couldn't begin to tell you about everything to-day, but there may give you a tolerable idea:

Women's Underwear

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $2.00 ... $1.98

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $3.00 ... $2.25

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $4.00 ... $3.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $5.00 ... $4.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $6.00 ... $5.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $7.00 ... $6.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $8.00 ... $7.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $9.00 ... $8.00

Women's Union Suits and Vests—Open and pearl button, high neck, long or short sleeves; white and with colors to match; also ecru and natural. Cook & Brother's price $10.00 ... $9.00

Hosiery for Women

Women's Hosiery—Including Bailey's famous "Onyx" and "Onyx" brands, in black, white and colors. Cook & Brother's price 25c ... 12½c

Women's Hosiery—Including Bailey's famous "Onyx" and "Onyx" brands, in black, white and colors. Cook & Brother's price 35c ... 18c

Women's Hosiery—Including Bailey's famous "Onyx" and "Onyx" brands, in black, white and colors. Cook & Brother's price 50c ... 25c

Women's Hosiery—Including Bailey's famous "Onyx" and "Onyx" brands, in black, white and colors. Cook & Brother's price 75c ... 39c

Women's Hosiery—Including Bailey's famous "Onyx" and "Onyx" brands, in black, white and colors. Cook & Brother's price $1.00 ... 50c

Children's Hosiery

Children's Hosiery—Fine Lisle Thread, Lace Stripes, Clocking and plaids; fast dye. Cook & Brother's price 25c ... 12½c

Children's Hosiery—Fine Lisle Thread, Lace Stripes, Clocking and plaids; fast dye. Cook & Brother's price 50c ... 25c

Children's Hosiery—Fine Lisle Thread, Lace Stripes, Clocking and plaids; fast dye. Cook & Brother's price 75c ... 39c

Children's Hosiery—Fine Lisle Thread, Lace Stripes, Clocking and plaids; fast dye. Cook & Brother's price $1.00 ... 50c

Children's Hosiery—Fine Lisle Thread, Lace Stripes, Clocking and plaids; fast dye. Cook & Brother's price $1.50 ... 75c

Infants' Underwear and Hosiery

Infants' Underwear and Hosiery—Merino and Wool Vests—Sizes 1 to 3 years. Cook & Brother's price 25c ... 12½c

Infants' Underwear and Hosiery—Merino and Wool Vests—Sizes 1 to 3 years. Cook & Brother's price 50c ... 25c

Infants' Underwear and Hosiery—Merino and Wool Vests—Sizes 1 to 3 years. Cook & Brother's price 75c ... 39c

Infants' Underwear and Hosiery—Merino and Wool Vests—Sizes 1 to 3 years. Cook & Brother's price $1.00 ... 50c

Children's Underwear

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price 25c ... 12½c

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price 50c ... 25c

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price 75c ... 39c

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price $1.00 ... 50c

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price $1.50 ... 75c

Children's Underwear—Including Bailey's famous "Onyx" and "Onyx" brands, in white and colors. Cook & Brother's price $2.00 ... $1.00

Gloves for Everybody

Just a few ideas of the wonderful underpricing in the high-grade qualities from the

COOK & BROTHER STOCK

Gloves for Everybody—Just a few ideas of the wonderful underpricing in the high-grade qualities from the COOK & BROTHER STOCK ... 25c to $1.00

The Handkerchiefs

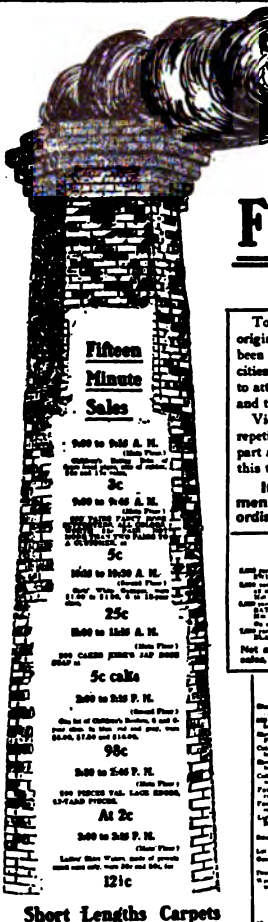
Very Sharp Price Cutting in the Thousands from the COOK & BROTHER STOCK

LIT BROTHERS

FIG. 15

An advertisement that shows how the purchase of the stock of another store may be used as the idea for a general sale. The display is fairly good

McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S



Mill End Sale

OPENS AT THIS STORE
FOR THE TWELFTH TIME

To-Morrow Morning at 8:30 O'clock

To-morrow we inaugurate our twelfth great and original Lockhart Mill End Sale—the sale that has been held in all the leading stores in all the largest cities of the United States, and that has never failed to attract the people of those cities by thousands and tens of thousands.

Victory after victory has attended its successive repetitions in this store, and if preparation on our part and anticipation on yours count for anything this twelfth sale is bound to be the greatest of all.

If you were to see in one gigantic lot all the Mill Ends of piece goods sent here for this sale—all the short lines and odd lots of manufactured articles purchased for it—you would say we never could sell them all in this city. But we can and we will. We will make prices so low that nobody can resist purchasing.

All the goods are not shown at one time—new lots are constantly being added—and it is only by coming every day while the sale lasts that you are sure not to miss some of the very best bargains.

It has been said that Napoleon's presence on a field of battle was equal to forty thousand men. It is impossible to compare this great Mill End Sale with the ordinary sale held at the ordinary store as to compare Napoleon with the average soldier.

Mill Ends Wash Goods (Basement)

Mill Ends Cottons (Basement)

Mill Ends Ginghams and Prints (Basement)

Not a day during this sale but will be full of surprises in our basement. Some of these will take the form of five to fifteen minute sales, when new, desirable merchandise will be fairly given away. Others may be sought for among the regular lines of goods.

Notions

White Goods, Toweling and Table Linen

Great Values in Silks

Laces

Jewelry

Ladies' Neckwear

Sample Line Leather Goods

These leading manufacturers of leather goods contribute to the great Mill End sale all their sample lines and odd dozens of Wrist Bags, Chatelaine Bags, Purses and Pocketbooks. Items we get for a third and some for a fourth of the original price, which means that many wonderful bargains are to be picked up during the next ten days.

Carpets and Rugs

Umbrellas and Parasols

D. McCarthy & Sons

A two-page advertisement, fairly well displayed. Note the strong mill-chimney illustration and the 15-minute
This kind of sale was at one time very popular, bu

McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S | McCARTHY'S

OUR.... TWELFTH Mill End Sale Opens To-Morrow

Mill Ends Ribbons



Thousands of yards all silk moire and plain taffeta Moire and Fancy Ribbon Remnants—1 to 7 yards—worth up to 25c a yard, from.....3c to 15c a yard

One lot 2-inch all silk wash Ribbons, all popular shades, worth 15c yard.....9c yard

One lot 10 yards all silk moire ribbon, pink, blue and white, worth 15c.....8c a yard

One lot 3½, 4, 4½ and 5-inch all silk, plain and satin, taffeta and fancy ribbons, worth 17c, 19c, 21c and 27c yard.....12½c, 16c, 17c and 19c a yard

One lot 6-inch all silk Lorraine Ribbon, worth 35c yard, for.....25c yard

One lot 6 and 7-inch fine imported Taffeta, Peau-de-soie and Moire sash ribbon, worth 50c and 75c yard.....35c and 50c a yard

Curtains, Upholsterings, Art Goods and Stationery

Millinery



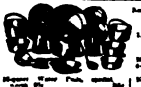
A variety of different shapes of CHILDREN'S HATS in white and black, very special at 25c each.

Ladies' Untrimmed HATS to be sold at half the price they are marked during the Mill End Sale. A wonderful bargain in SPRINGTIME FLOWERS—all new goods.

Boys' Clothing

Big Purchase of Housefurnishings

Enamel Ware, Etc.



Mill End Sale Dress Goods

Some of the season's best offerings of Dress Goods may be procured at this sale for one-half and one-third of regular values. Voiles, Mohairs, Henriettas, etc. Besides the following list, representing some wonderful values, we will offer from time to time during the entire sale special lots of choice lines of Etamines, Twine Cloth, Mistral, Voiles and other high-grade dress stuffs at such low prices that people will wonder how we can afford to make them in this way. At no other time except during the Mill End Sale would it be possible to make prices so low. Every day is some too often to attend this sale if you are looking for the purest kind of bargains.

Lord & Taylor's Samples Ladies' Hose



Again we have the pleasure of offering to the ladies of Syracuse and vicinity their pick from Lord & Taylor's complete line of hosiery. Previous experience has proved just what splendid values this particular line of samples presents—high-grade hosiery from one of the best known houses of the United States. The chance to choose at about half price is one more to attract delighted crowds of customers.

Embroideries

Sheet Music

During this sale we offer in our Music Department, Thirteenth Street's Kentucky Colonel, March, Blue Ribbon March, Dandy Bennett, March, Dixie Cross Brigade, The Great Ruby, March and Two-Step, and several other popular pieces. All at

5c

Our Great Shoe Sale

Will continue throughout the Mill End Sale. LADIES', MISSES' and CHILDREN'S SHOES, OXFORDS and SLIPPERS, made by prominent manufacturers, including some of the Barnett factory rejects, may be purchased for about half price.

Undermuslins and Children's Wear



Fifth Floor Bargains Furniture, Go-Carts, Pictures



D. McCarthy & Sons

Ladies' Suits, Coats, Etc.



Handkerchiefs Half Price



1c

Gloves

Men's Furnishings



Toilet Goods

FIG. 16

...sale. The rules under the panel headings detract from rather than add to the display. Read the opening talk. ...it has been dropped ... most of the better and larger stores

§ 17 10790

The advertising manager should have these past sale figures in mind and should in all cases try to meet them. But he will probably find it harder and harder each year to do so with a purely arbitrary sale based on no real reason beyond this desire to equal a past performance. Far better results can be obtained by searching through the departments for real bargains, fewer in number, perhaps, but better in fact, and then pushing these on their actual merits.

In every case, when a real reason exists for a general price cutting, it should be used with vigor. The general sale, properly explained and properly advertised, is a powerful weapon and the advertiser should always be on the watch to profit by it.

DEPARTMENT SALES

36. Reasons for price cutting in certain lines of goods occur frequently and these **department sales** are of almost daily occurrence in all large stores. Some of these sales have become regular annual or semiannual events. Following are given some of the chief department sales.

37. Muslin-Underwear Sale.—The *muslin-underwear sale*, which originated with the Bon Marche, of Paris, has now become a semiannual fixture with practically all large American stores. It is timed to meet the dull months of January or February and June or July. The reason for the underpricing is large preparation and large purchases from manufacturers at a time when they are not normally busy.

38. Furniture Sale.—In department stores that carry furniture, **semiannual furniture sales** occur in February and in August. The furniture sale is based on exactly the same reasons as those which underlie the muslin-underwear sale.

39. House-Furnishing Sale.—In March or April and September or October, **house-furnishing sales** are conducted. Strictly speaking, the house-furnishing sale is seldom a sale in the usual sense, as the price cutting is not often made very prominent. It is often a purely advertising effort

to draw attention to the house-furnishing lines at the seasons when such goods are most in demand. It is a seasonable movement, as opposed to the muslin-underwear, the furniture, the August-blanket, the midsummer-fur, and other sales that are distinctly unseasonable but rely on their underpricing for success.

SEASONABLE SALES

40. It has been explained that the most successful stores are working away from all except a few of the regular-sale ideas; and are holding to these few regular sales partly because there is a real reason for their continuation and partly because they are recognized by the public and money is often saved in anticipation. This explanation should be kept in mind in reading the following outline of monthly sales. Some of the ideas should prove suggestive, while some of them have been greatly overworked in many cities and will prove of little value except in communities where they have not been used to excess. The January white-goods sale, for example, is no longer carried out by some stores, because of the fact that nearly all department stores do the same thing and the competition is too strong for the sale to be the success that it was in former years. Moreover, this sale conflicts to some extent with the important clearance effort.

Neither should the following outline of sales be taken as encouragement to overdo the bargain-sale idea. The danger of this has already been pointed out.

41. January Sales.—January, coming right after the holidays and being the first month in the year, is with some stores the month taken for inventory (February and August are, however, the inventory months with most large stores). Before taking a January inventory, every effort is made to reduce the stock through a **January clearance sale.** At no time of the year has the department store a greater incentive to disregard profits. After the holiday rush, there is likely to be a prolonged stagnation of trade. The people are tired of shopping and they have probably spent most of

their shopping money. Nothing but heavy advertising of unusual bargains will draw the shoppers from their homes and the money from their purses. Then, too, in beginning a new year, it is desirable to close out all old stock, or goods that will soon become unsalable or out of style.

This sale also appeals to the provident—those with gift money to invest; and there are a number of persons that buy articles at this season to be used as gifts throughout the year, because such articles can then be purchased at low prices.

42. Advertisements for this general clearance sale are most frequently of a catalog or price-list character, although some of the most successful sales of this kind have been advertised only by sweeping generalities, like "All toys at half price," "All clothing one-third under price," "All fancy goods at actual cost," with no "detail" at all. Bold headlines and strong opening talks of heavy cuts in prices are in order. The style of display and illustration should be varied as much as possible throughout the sale. The advertisement should give live but brief descriptions of the various items, with comparisons of the regular and the marked-down prices. Each advertisement should be new and fresh in appearance and in copy. The amount of space devoted to each department depends on circumstances. If the store is a large one, and the sale is planned to last two weeks or more, it will probably be advisable to make a leading feature of a different department each day. For instance, on one day a third of the space might be devoted to china and the remainder to eight or ten other departments. On the next day, china could be relegated to the rear, and one of the other departments given first place. If the store is not large and the sale is to last only a few days, it will probably be better to list all departments in each issue, changing the make-up and items every day. If the sale is to start on Monday, it will be advisable to insert the first large advertisement in the Sunday papers, and unless competition is likely to be encouraged thereby, it will pay to run an

announcement of the approach of the sale for two or three days previous. Such an announcement might be displayed in a space of 6 or 7 inches, double column, or it might take the form of paid reading notices scattered throughout the news items of the paper. This preliminary advertising is of value in preparing the people for the larger announcements to follow, and it also gives them opportunity to save money to spend at the sale.

43. The **annual white sale** has for many years been a strong feature of department-store January advertising. People have been taught to expect this sale in January, and it furnishes an excellent stimulant for this dull business month. The white sale either follows immediately after the January clearance sale or is run in connection with it, being pushed to the front as soon as the clearance sale begins to weaken.

During the white sale, special prices are quoted on sheeting, table cloths, napkins, bureau scarfs, handkerchiefs, ladies' muslin underwear, shirt waists, men's shirts, collars, cuffs, etc. Window and counter displays, and the style, setting, and illustration of the advertisements should harmonize with the "white" idea.

Because there is no special reason for buying white goods in January, their sale must be forced by price inducements. Heavy cuts in prices need be made in only a few lines. These will serve as leaders to draw the crowd to the store. The displays and the salespeople will effect the proper volume of sales in all the various lines.

44. Every well-managed clothing department makes great efforts to reduce its stock of winter clothing during January by having a **January clothing sale.** Manufacturers of clothing are also eager at this time to dispose of their surplus, unsold production. The result is that January has become a month in which clothing advertising is perhaps the most prominent of all, and it is one of the most active months of the year in actual business done.

The argument for January business is, of course, the reduced price at which the clothing is sold. A great deal of the ammunition for clothing sales in the larger cities comes from special purchases from manufacturers, who often make extraordinary price concessions to clean up their overproduction. The store that is in a position to "snap up" these offers can sell the clothing at a very low price and still make its usual profit on the transaction. When special purchases are not made, the clothing offered is the regular stock of the department reduced in price as much as necessary to sell it. The heaviest cuts are usually made in the higher-priced clothing, as profits are largest in such grades.

Some of the very best department-store advertising that is done in the United States today is shown in the various announcements of January clothing sales. These announcements should be sharp, strong, and convincing, and as the time available for disposing of winter clothing is very short, it is usually wise to make liberal use of space in advertising the sales.

The advertising should begin with the best-grade clothing, and should continue from day to day with the lower-priced grades, with the boys and youths' clothing especially displayed in the advertisements of Friday night and Saturday morning. The sale should close with an offer of all the odd lots and broken sizes at the lowest prices of all.

45. Sales of office furniture and commercial stationery usually occur in January, as this is the month in which changes in firms and organizations are most common. Winter underwear and hosiery, men's winter neckwear, gloves and mufflers, canned goods, preserved meats, etc. are all lines that may be moved in subsidiary sales. Few sales are of sufficient importance, however, to warrant the use of all the newspaper space for their exclusive exploitation. The chief reason for this is that it is necessary to attract continuously a great number of persons to the department store each day. A certain number may be interested in the clothing sale, but that will only keep the clothing

department busy. There will not be enough transient trade for all the other departments; therefore, the advertisement should contain items that will draw the trade of those not interested in clothing. No definite rule or policy can be adopted in this matter.

46. February Sales.—There is no sharply defined line between January and February sales, as a great deal depends on the weather and trade conditions. For instance, the annual white sale might easily extend into February. If the January clearance sale is so successful as to last until February 1, several of the minor sales that are usually run in January may be carried over into the next month. In the hands of an ingenious advertising manager, the special-sale idea is flexible enough to conform to any condition of business or of the weather.

In the month of February, a final effort is made to dispose of any strictly cold-weather stock left on hand, through a "winter clean-up sale" or a "February mark-down sale." Any strong title will answer the purpose. The descriptions and prices sell the goods. A good point to remember is that it is not the size of type in which figures are printed, but the *prices* that these figures represent that sell the goods.

47. The **semiannual sale of furniture** is an important event that usually takes place in February. The advertisements of such sales should be well illustrated with cuts of desirable pieces. This sale is not usually run as a clearance or á sacrifice sale. The department-store method of buying and selling keeps its prices on all grades of furniture lower than those of the ordinary retailer, yet it is doubtless good policy to make leaders of some low-cost articles by offering them at a sacrifice. Low grades of iron beds, lounges, dining-room chairs, Morris chairs, bedroom sets, tables, etc. can be bought at very low prices from factories that specialize on these classes of goods. When sold at cost or at less than cost, such goods make strong talking points and draw trade for regular-priced goods.

48. March Sales.—March is a between-seasons month. "Winter lingers in the lap of spring," the weather varies from warm to cold, and nature and the department-store stock are in a state of transition. Any winter goods that remain unsold are offered at a great sacrifice or are stored away to make room for the daily arrivals of spring goods. The first half of the month is usually devoted to various small sales lasting a day or two each. Then follow the great spring openings. Some stores have a general grand opening day for all lines of goods; others have a special opening day for millinery, another for women's suits, another for men's suits, then spring dress goods, shoes, men's furnishings, etc. These openings are important events. They mark the beginning of the lively Easter trade, which is second only to the brisk business of the holiday season. They are characterized by the use of large space and lavish store decorations. Big stores run announcement advertisements, often as large as a page, that merely extend invitations to the public to attend their annual spring opening. Artistic and striking illustrations prevail in such announcements, representing Easter lilies, angels, Parisian belles, etc. The day before the opening, large space is used—sometimes a double page filled with artistic illustrations and glowing descriptions of charming hats, shimmering silks, stunning gowns, and dainty lingerie. The newspaper advertising does not follow the style of bargain-sale advertisements. Price is for the time being relegated to second place, and quality reigns supreme. The newspaper announcements are frequently supplemented by dainty cards of invitation sent to selected lists of names, by street-car advertisements, etc. As the spring opening takes place about three weeks before Easter, millinery and dress goods are the chief attractions. Women flock to see the new-pattern hats and imported gowns, and the sales in milliners and dressmakers' materials reach the maximum.

Small special sales are run in connection with the spring-opening advertisements, such as corset sales, shoe sales, clothing sales, etc. But prices are fairly well maintained on

all the leading lines until perhaps one or two days after Easter, when goods that are likely to depreciate in value are offered at a sacrifice.

All through this opening season, the advertisements should be varied in appearance and contents as much as possible. Special features, such as demonstrations, recitals, exhibitions of paintings, presentation of souvenirs, etc., frequently aid in maintaining a steady flow of customers to the store. Figs. 17, 18, and 19 illustrate a number of spring advertisements.

49. April Sales.—After Easter come the special sales of millinery, suits, and all other lines of men's and women's furnishings. Cotton, silk, and linen dress fabrics are pushed to the front. Paints, wallpaper, garden tools and seeds, curtains, carpets, and general house-furnishings sell well in April and also in May. April is usually characterized by frequent showers; hence, sales of umbrellas, overshoes, and waterproof garments are timely and effective.

50. May Sales.—May is almost universally a month of moving and house cleaning; it is also the first month in which outdoor life is really enjoyable. These two important facts furnish the reason for two big May sales—a sale of house furnishings and a sale of outdoor goods. The first sale embraces everything that goes to beautify the home or to make it more comfortable, from kitchen utensils to parlor suits. In this month, demonstrations of food products help to draw the crowd and to introduce new edibles. May is also a good month to close out all canned goods remaining in stock, and lower prices on all lines of fresh goods ought to keep the grocery department busy. The second sale specializes on baby carriages, fishing tackle, hammocks, sporting goods, seeds, bulbs, and early summer clothing. Shirt waists, parasols, low shoes, silk underskirts, and fancy hose are in demand toward the end of the month. If the weather is quite warm, summer underwear will sell with a rush.



The illustrations in this advertisement and the special border are neat and appropriate. This advertisement elsewhere is better adapted to an Easter advertisement than the Roycroft.

Easter Mannheimers

SHOWING
SMART SPRING STYLES

We cordially invite you to call and inspect the most elaborate display of women's fine Ready-to-wear Apparel ever shown by Mannheimers, the recognized style store of the great Northwest. Grand as has been our efforts in the years past we believe you will readily conclude that this is unquestionably the grandest exposition of authoritative styles we have ever shown. Kindly accept this announcement as a personal invitation for you to attend this the grandest of spring style shows, and which will occur only at the Mannheimer store on March 24th and 25th, namely

Tuesday and Wednesday.

Other Opening Displays:

Silk Petticoats, Infants' Hats and Bonnets, Fancy Negligees, Baby Cloaks, Fine Lingerie.



A Wonderful Suit Purchase

OUR MR. MANCHESTER made a special trip East last week and succeeded in making a most extraordinary purchase of over four hundred strictly high-class

FANCY TAILORED AND SMART WALKING SUITS

MONEY SAVING PRICES

Fancy Blouse Suits — $25, $30, $35, $45, $50 and $57.50.

Walking Suits — $12.50, $15, $17.50, $18.50, $20, $25.

Exclusive Dress Goods Styles

Special Values for a Great Day's Sale Monday.

75c | $1.25 $1.50 $1.75 | 89c | 75c

Cream Dress Fabrics—Now All the Rage

Inducements for Monday in Black Goods

75c | $1 | Extra Special 38c

Parisian Corset Models

$5 | $3.50 to $20

Oxfords for Spring

$3.50

White Goods Sale

42c | 50c

Leather Goods

$2.39 | Scotch Flannels 25c

Women's Spring Gloves

$1.25 | $1

Wall Papers and Decorations

Wash Fabrics: Under Price.

25c | 15c | 12½c

A Men's Suspender Sale

23c | $1.00

Superior Fur Care

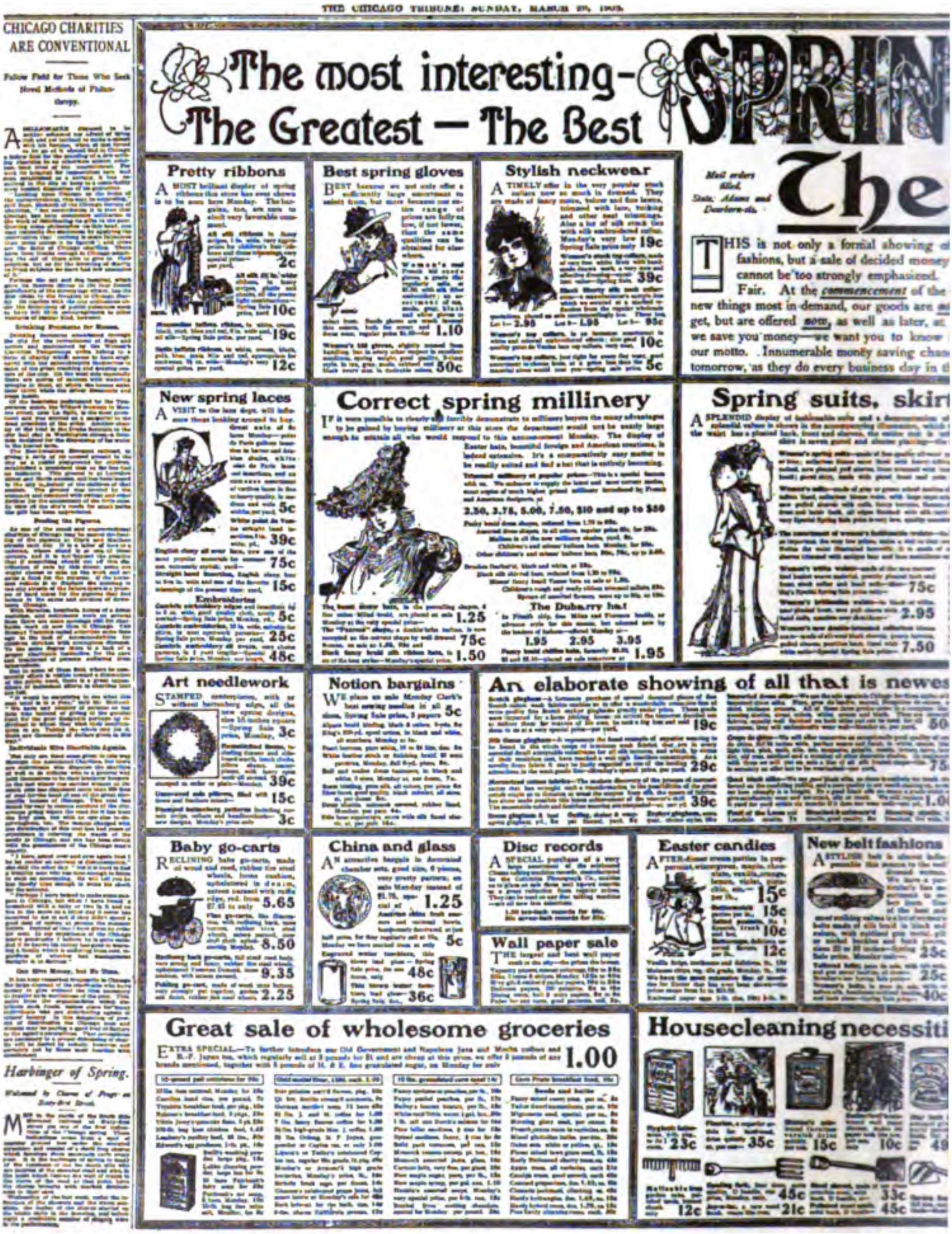
Novelty Hosiery Samples

59c | $1.20

p. 17

The De Vinne type used in the panel headlines "Laces and Robes," "Leather Goods," and artisement occupied about 1½ pages of space, but has the effect of a 2-page advertisement

§ 17 10790



THE CHICAGO TRIBUNE: SUNDAY, MARCH 29, 1903.

CHICAGO CHARITIES ARE CONVENTIONAL

The most interesting— The Greatest — The Best

SPRIN

The

Mail orders filled. State, Adams and Dearborn-sts.

THIS is not only a formal showing of fashions, but a sale of decided money cannot be too strongly emphasized. Fair. At the commencement of the new things most in demand, our goods are get, but are offered now, as well as later, we save you money—we want you to know our motto. Innumerable money saving chan tomorrow, as they do every business day in th

Pretty ribbons

2c 10c 19c 12c

Best spring gloves

1.10 50c

Stylish neckwear

19c 39c 10c 5c

New spring laces

5c 39c 75c 15c

Embroideries

5c 25c 48c

Correct spring millinery

2.50, 3.75, 5.00, 7.50, $10 and up to $50

1.25 75c 1.50

The Dubarry hat

1.95 2.95 3.95 1.95

Spring suits, skir

75c 2.95 7.50

Art needlework

3c 39c 15c 3c

Notion bargains

5c

An elaborate showing of all that is newes

19c 29c 39c

Baby go-carts

5.65 8.50 9.35 2.25

China and glass

1.25 5c 48c 36c

Disc records

Wall paper sale

Easter candies

15c 15c 10c 12c

New belt fashions

25c 25c 40c

Great sale of wholesome groceries

1.00

Housecleaning necessiti

23c 35c 15c 10c 49c 12c 45c 21c 35c 45c

Harbinger of Spring.

Fr

A well-planned and well-written advertisement. Note the special heading, and also th



THE CHICAGO TRIBUNE: SUNDAY, MARCH 29, 1903.

SALE we have ever held

a lesson in economy

Fair

Women's spring wear catalogue mailed free out of town.

...w spring goods and the latest and most correct ...ing possibilities as well, the importance of which ...u are always sure of the lowest prices at The ...son when the assortments are complete and the ...marked at prices as high as we think we might ...uniformly low percentage of profit. We know "Good goods at lowest prices at all times" is all over the store will substantiate these claims ...ear.

Women's shoes, 2.95

Undergarments

Great hosiery sale

...waists and coats

Men's spring top coats

THERE are no better top coats made than we are showing, but the same qualities usually bring more money elsewhere.

10.00 — 12.50 — 15.00 — 16.50 — 20.00 — 27.50

Boys' special for Monday only — 2.00

Lace curtains

...and best in spring wash and dress fabrics

Men's furnishings

3 for $1; each 35c.

For little tots

Optical goods

Woodenware

In the drug store

Crane stationery

Linen specials

In the book store

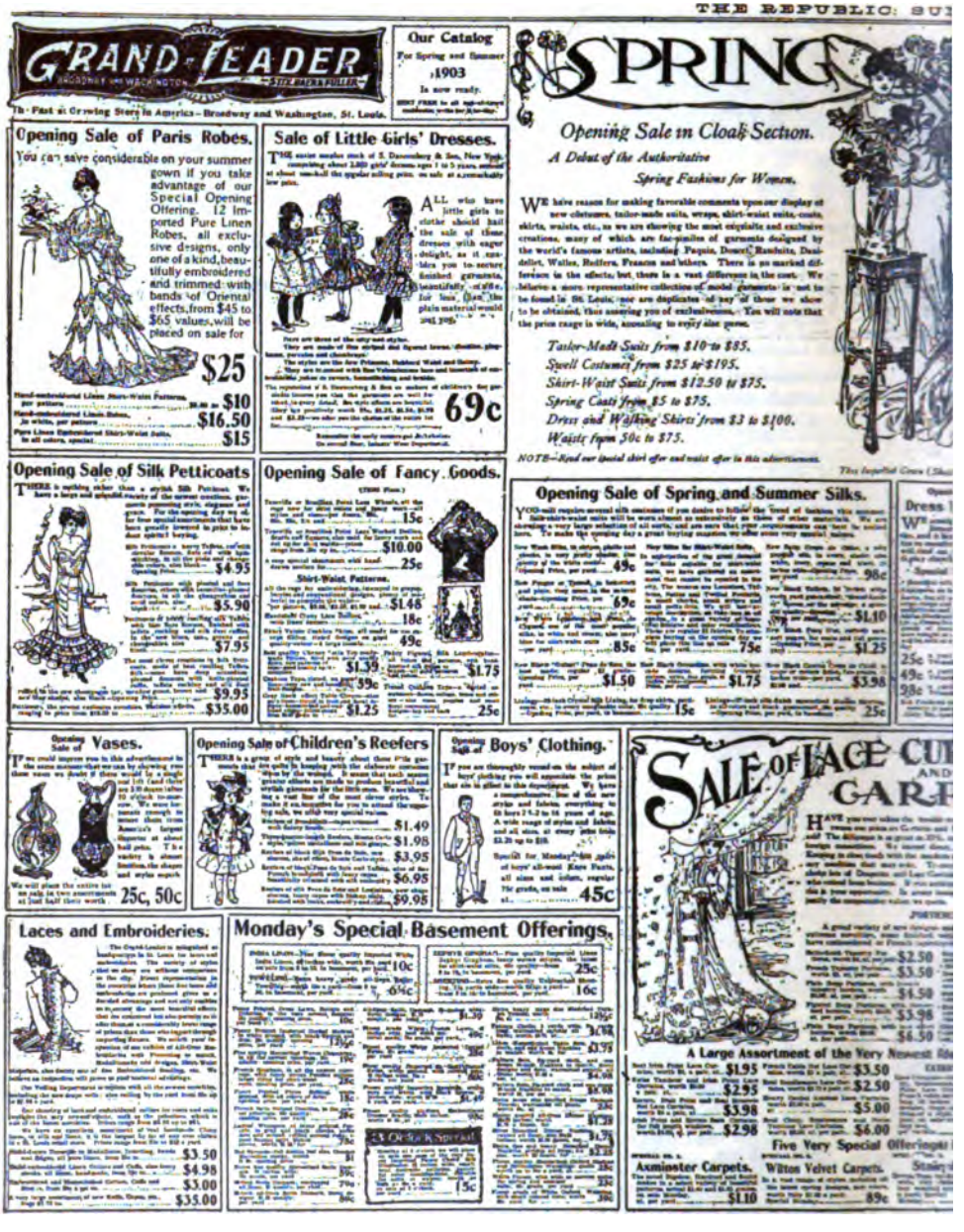
...s and garden implements

Carpets, rugs, mattings and linoleum

MOVING THIS YEAR WILL COST MORE.

18

2-page effect, although the advertisement fills space two columns less than two pages § 17 10790



GRAND LEADER
BROADWAY AND WASHINGTON
THE EASTERN FOLLETT'S
The Pilot of Growing Stores in America—Broadway and Washington, St. Louis.

Our Catalog
For Spring and Summer
1903
Is now ready.
SENT FREE to all applicants
mailing order for Catalog.

SPRING
Opening Sale in Cloak Section.
A Debut of the Authoritative
Spring Fashions for Women.

WE have reason for making favorable comments upon our display of new costumes, tailor-made suits, wraps, shirt-waist suits, coats, skirts, waists, etc., as we are showing the most exquisite and exclusive creations, many of which are far-quelles of garments designed by the world's famous artists, including Paquin, Doucet, Rasbelle, Daudelet, Wallee, Redfern, Fracon and others. There is no marked difference in the effects, but there is a vast difference in the cost. We believe a more representative collection of model garments is not to be found in St. Louis, nor are duplicates of any of those we show to be obtained, thus assuring you of exclusiveness. You will note that the price range is wide, assuring to every one some.

Tailor-Made Suits from $10 to $85.
Swell Costumes from $25 to $195.
Shirt-Waist Suits from $12.50 to $75.
Spring Coats from $5 to $75.
Dress and Walking Skirts from $3 to $100.
Waists from 50c to $75.

NOTE—Read our limited shirt offer and waist offer in this advertisement.

This Imported Gown (Sho

Opening Sale of Paris Robes.

You can save considerable on your summer gown if you take advantage of our Special Opening Offering. 12 Imported Pure Linen Robes, all exclusive designs, only one of a kind, beautifully embroidered and trimmed with bands of Oriental effects, from $45 to $65 values, will be placed on sale for

$25

Hand-embroidered Linen Shirt-Waist Patterns, per pattern ..... $5.00 to $10
Hand-embroidered Linen Robes, in white, per pattern $16.50
Pure Linen Embroidered Skirts for all colors, special $15

Sale of Little Girls' Dresses.

THE entire surplus stock of S. Dannenberg & Son, New York, consisting about 2,500 girls' dresses ages 1 to 5 years, selected at about one-half the regular selling price, on sale at a remarkably low price.

ALL who have little girls to clothe should bait the sale of these dresses with eager delight, as it enables you to secure finished garments, beautifully made, fair less than the plain material would cost you.

69c

Opening Sale of Silk Petticoats

THERE is nothing richer than a stylish Silk Petticoat. We have a large and splendid variety of the latest creations, produced in the most fashionable styles, elegance and quality. For the opening day we offer for four special assortments that have been specially prepared to print to-be-dust opening buying.

$4.95
$5.90
$7.95
$9.95
$35.00

Opening Sale of Fancy Goods.

$10.00
25c
Shirt-Waist Patterns.
$1.48
18c
49c
$1.39
$1.75
59c
$1.25
25c

Opening Sale of Spring and Summer Silks.

YOU will require several silk costumes if you desire to follow the trend of fashion this season. Silk shirt-waist suits will be worn almost as extensively as those of other materials. We are showing a very large selection of all suits, and are sure that your requirements and best be suited here. To make the opening day a great buying occasion we offer some very special values.

49c
69c
85c
$1.50
98c
$1.10
75c
$1.75
$1.25
$3.98
15c
25c

Opening Sale of Vases.

IF we could impress you in this advertisement in the same manner that we can by showing you these vases we doubt if there would be a dull left (and there will be) in the entire city. We have 10 styles in one-half dozen lots, which is more than enough to show you the wide range of America's largest importer of china and glassware. The variety is almost limitless, the shapes are all styles superb.

25c, 50c

Opening Sale of Children's Reefers

THERE is a great deal of style and beauty about these little garments that are quite in keeping with the elaborate costumes worn by their mothers. The materials that enter into their greater effects are made to produce beautiful and artistic garments for the little ones. We are showing a vast line of the most clever styles. To make the opening day a great buying occasion for the ages, we offer very special values.

$1.49
$1.98
$3.95
$6.95
$9.95

Opening Sale of Boys' Clothing.

IF you are thoroughly versed on the subject of boys' clothing you will appreciate the great value that are to afford in this department. We have a comprehensive line of the new styles and everything to fit boys 2½ to 16 years of age. A wide range of styles and fabrics to select from at every price from $2.50 up to $10.

Specials for Monday—Our sale of boys' all-wool Knee Pants, all sizes and colors, regular 75c grade, on sale

45c

SALE OF LACE CU
AND
GARM

HAVE you ever taken the trouble to compare our prices on Curtains and Lace with those of other stores? If you have you will find that we are always the lowest. Keeping in close touch with the markets of the world enables us to buy at the lowest possible prices, and our customers always get the benefit of our low prices. Our stock is the largest in the city, and we have the most complete assortment of any house in the west. Everything is new and up-to-date. Our prices are always the lowest.

A Large Assortment of the Very Newest Ru

$1.95
$2.95
$3.98
$2.98
$3.50
$2.50
$5.00
$4.00
Five Very Special Offerings!
$1.10
Axminster Carpets.
Wilton Velvet Carpets.
89c

Laces and Embroideries.

$3.50
$4.98
$3.00
$35.00

Monday's Special Basement Offerings.

10c
25c
16c
6½c
15c

FIG

The light and open display of this advertis

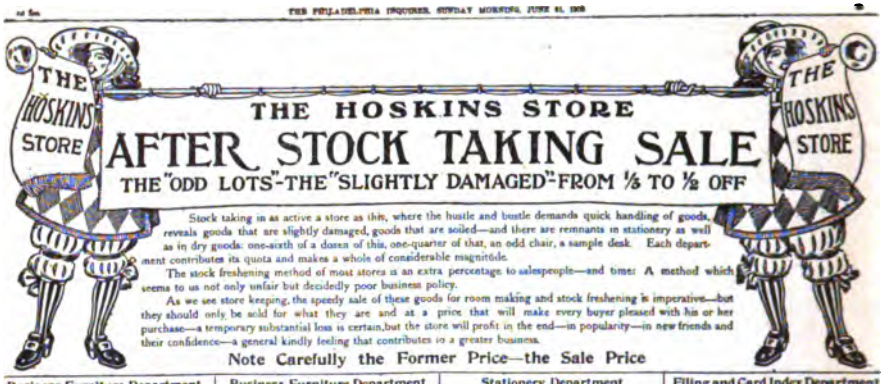

OPENING
Millinery Opening
Monday, March 16th.
We will exhibit to-morrow a vast gathering of rare Millinery conceits.
Model Hats from Paris and New York are here in great numbers, but those of our own creation, which are pronounced as masterpieces, will vie with them for your favor. The display is lavish in every sense of the word, and unquestionably gives us the distinction of being St. Louis' center for correct fashions in women's headgear.
(No invitations have been mailed. All are welcome.)
To add interest to the opening day we have prepared three special assortments of beautifully Trimmed Hats. The style they possess and the material used in their construction fully warrants our charging much larger prices. These three assortments will be a splendid surprise to you and a great buying incentive—prices
$4.98, $7.98 and $9.98.
Chiffon Hats, "Arabesque," as cuts frames, in black, tinted, worth $1.50—50 more on sale Monday—Opening Price.....75c
Ready-to-wear Hats, or Street Hats, all handmade, worth $1.25—Opening Price.....98c
Baby Caps, of silk, also silk caps, nicely embroidered, 25 styles, 75c values—Opening Price.....49c
We show a greater variety of flowers and foliage than any other two stores in the city.
Ostrich Tips, with fringe, large bunch—worth 20c; Opening Price.....12c
Aigrettes with Fringe.....10c
Opening Price.....
Grapes with Foliage, fine bunch—worth 49c; Opening Price.....19c
Three Quills, they are white and colors—Opening Price, 3c
Our Catalog
For Spring and Summer
1903
Is now ready.
GRAND-LEADER
The Fastest Growing Store in America—Broadway and Washington, St. Louis
Opening Sale of Belts.
HAVE you seen our enormous assortment of the 1903 Belt styles? These splendid assortments are offered on the Opening Day. They represent the new belt ideas, in which style, elegance and practicalness combine. A few of the styles are here illustrated.
Taffeta Silk Belts, lined and stitched, small buckle—Peau de Soie Belts, three-inch taffeta, position back—Satin Belt with fancy braid and cracker—Gros Grain Silk Belt, several rows of stitching, gimlet end, front harness buckle—Silk Belt, position back, to be worn with belt pin—choice of this assortment for.....25c
Taffeta Silk Belts—Baronet Silk Belts, shaped and stitched—Taffeta Silk Belts with six rows of stitching, fancy small oxidized buckle—Peau de Soie Silk Belts, formed in two positions back, with soft crocket rings, pin front—Peau de Soie Silk Belts, diamond shape back, small crochet buttons—Taffeta Silk Belts, small boxed effect back, small buckle—Taffeta Silk Belts, with soft crochet rings side and front—Peau de Soie Silk Belts with fancy braid, pin front, also many other styles—choice.....49c
Fine Satin Belts with beautiful metal buckle front and back—Satin Belts, plain and fancy stitched—Tucked Satin Belts with crochet rings, others with fancy long buckles, all—an excellent assortment—choice.....98c
We have a full line of "Royal" Belts of Satin and Elastic, which have been selling at $6.50 up to.....$5.00
Very Special Offer of
Accordion-Pleated Walking Skirts.
THIS is an announcement that cannot possibly go unheeded, as the saving it presents excites more than ordinary interest. In New York the latest craze is accordion-pleated walking skirts. We secured a number of them at a special low price, and to swell our opening-day attendance we decided to place them on sale to-morrow. The materials are Voiles in black, blue, castor or white; Cheviot in blue or black; Sicilian in black, blue or gray, and Mohair in black or blue with white worsted dots. The yoke effects are entirely new and trimmed with taffeta bands or piping; they have a swell strap habit back and new flare bottoms. They are undoubtedly one of the swellest creations of the season in a walking skirt, and are the only position that you are not able to duplicate these... that we offer for less than $14.50, and they are fully worth that price. We have all lengths from 37 to 44 in the... Special Opening Price only.....$9.95
Opening Sale of Spring and Summer Dress Goods.
THERE is more art and beauty shown the new fabrics than for many years, and we believe our assortment is the finest ever placed in this city. Viewed from every point it is a very comprehensive showing—embracing all the very latest novelties of domestic and foreign manufacture. Some great values are offered for the opening days.
45c
58c
$1.50
$1.19
85c
$1.00
$1.25
89c
$1.35
$1.50
Opening Sale of Wash Fabrics—Main Floor.
SPECIAL SUNDAY.
25c
15c
50c
19c
12½c
The Corset "Louise."
THE well-groomed woman knows that her appearance depends upon the kind of corset she wears.
Unless it is custom to every detail of style and shape, it is impossible to attain the desired effect in any gown.
The corsets models in the corset "Louise" are fashioned with care to express the most up-to-date ideas of correct corsetting.
Every style of this popular-fitting corset is perfect in shape, and in fitting are the best features of the figure it is designed to accentuate to the utmost degree.
The 1903 models of the corset "Louise" (No. 780, shown at right) have been thoroughly tested in the important fashion centers of the country, and are all the latest ideas of the correct moment—new or not. Each in the stock of the coming season are guaranteed perfect in every style of the corset "Louise."
$2.50, $3.25, $4.50, $6.50 and $10
Special Waist Offer Monday.
USUALLY on Opening Days people come to look. We have determined to make them come to buy to-morrow, and with that end in view every department is offering very special inducements. The waist department comes to the fore with 100 dozen white Shirt Waists, which will be sold at a saving of fully a third. They are made of light-weight fancy woven pique, front finished with 19 new side pleats, fancy tabs and large pearl buttons, new tab stock collar, pleated back and full sleeves; they come in all sizes from 32 to 44 bust measure; they sell regular for $1.50. To introduce lively buying on Opening day we offer them for.....$1.00
TAINS, PORTIERES
ETS
Lace Curtains Suitable for Every Need.
$7.50
$9.00
$10.00
$10.50
$12.00
$11.50
$12.75
$9.00
$10.00
$1.49
$1.25
the Carpet Section Monday.
Matting.
Room-Size Rugs
$8.00
$12.00
Corinne Shoes for Women.
Two Ninety-Eight a Pair.
IF you would obtain the best shoe $2.98 will buy, get the Corinne Shoe. They are made of selected leathers especially for Grand-Leader, and we guarantee every pair not to rip. They come in kid and patent leathers, made on all the new lasts, with various styles of heels and toes. They are hand-turned soles, and flexible as a glove. Every pair is made by the best shoemakers in the trade among the best in the art of shoemaking.
They are unquestionably the best shoe value ever offered for.....$2.98
Opening Sale of Gloves.
OUR stock of Spring Gloves is thoroughly complete and includes every style of Men's, Women's and Children's Gloves in Kid, Suede, Mochia, Dogskin, also Silk and Lisle Thread. A full line of colors and embroideries.
$2.00
$1.50
$1.00
$1.00
Opening Sale of Wrist Bags.
WE offer for the Opening Day a large assortment of Beaded Wrist Bags in colors, suitable for this fall than actual worth. When we say that we have had this line of Beaded Purses on sale for $1 and considered them extraordinary values at that price, you can realize what a saving we are offering it. They come in Ruby, in Wheat grain leather, 4-inch waved or oval frame, with inside change purse and leather lined; frame and back silk-lined to plain long and kyle cord, in black and colors.
These bags are sold for $1.25 and $1.50—Special Opening Price.....59c
Opening Sale of Refrigerators.
$5.95
$4.39
$9.48
Folding Go-Carts.
$2.98
$3.98
Imported "Elite" Steel Enamel Ware
ELITE Enamel Ware is a foreign product made by the largest stamping and enamel company in the world—almost every article is made seamless; each piece is made of steel and has four coats of enamel—it is guaranteed absolutely free from poisonous ingredients; the color is a beautiful shade of light blue with the purest white lining. A shipment of about 160 cases will be placed on sale to-morrow. We offer them at fully a third under the regular prices.
Ultra Steel Enameled Coffee and Tea Pots.
1 qt. 15c; 2 qt. 20c; 3 qt. 25c; 4 qt. 30c
40c 50c 60c 70c 80c
Ultra Steel Enameled Tea Pots.
1 qt. 2 qt. 3 qt. 4 qt.
19c 29c 44c 49c 58c
Ultra Steel Enameled Tea Kettles.
No. 6 95c; No. 7 $1.10; No. 8 $1.20; No. 9 $1.35
Ultra Steel Enameled Pudding Pans.
1 qt. 15 qt. 2 qt. 3 qt. 4 qt.
27c 35c 43c 49c
Ultra Enameled Dish Pans. 10 qt. 89c; 14 qt. $1.09
Ultra Enameled Wash Kettles. 10 lb. 28c; 11 lb. 33c
Ultra Steel Enameled Preserving Kettles.
1 qt. 1½ qt. 2 qt. 3 qt. 4 qt.
24c 28c 32c 40c 52c
Ultra Steel Enameled Coffee Boilers.
1 qt. 2 qt. 3 qt. 4 qt.
99c $1.15 $1.29 $1.39
Ultra Steel Enameled Drinking Cups.
1½ in. 2 in. 2½ in. 3 in.
12c 15c 19c 23c
Ultra Steel Enameled Rice Boilers.
1 qt. 2 qt. 3 qt. 4 qt.
99c $1.09 $1.29 $1.39
Ultra Steel Enameled Coffee Percolators.
1 qt. 2 qt. 3 qt. 4 qt.
89c 99c 1.09 1.19
Ultra Enameled Pie Plates. 9 in. 10c; 10 in. 13c
Spring Opening Sale of
Laundry Needs.

51. June Sales.—The first month of summer is likely to show a falling off in business unless the advertising manager puts forth his best efforts. The business in all varieties of summer dress goods, straw hats, tan shoes, and outing goods is at its full height. Dresses and presents for June brides and graduates furnish the text for a good special sale. Porch furniture, camp and summer-home supplies, tourists' supplies, etc. are material for another sale. Fans, soda fountains, and ice-cream parlors are good things to mention in the advertisements, as they make the store seem inviting and comfortable. Fig. 20 is an example of a June advertisement of special lines.

52. July Sales.—July is likely to be a dull month, as it is between seasons. The hot weather keeps people off the streets, and almost every one is saving money for vacation expenses. But a "midsummer sale" enables the department store to make strong price inducements and thus draw trade and get rid of the bulk of summer goods. This sale should be advertised and conducted on lines similar to those of the January clearance sale, only it must be pushed more vigorously on account of the hot weather. Some stores take a semiannual inventory in July. This affords an opportunity for another big sale.

The advertisement shown in Fig. 21 illustrates how a midsummer sale is advertised.

53. August Sales.—It is perhaps more difficult to force business in August than in any other month of the year. Many vacationists are either enjoying their outings or have returned with depleted pocketbooks. But there are many business and professional persons that are obliged to remain at home and make themselves as comfortable as the weather will permit; and right here is a key-note for successful August advertising, namely, comfort. An uncomfortable man or woman will go a long way to get anything conducive to comfort; therefore, special sales of ice-cream freezers, straw hats, crash suits, shirt waists for women, cool underwear, etc. are in order. The advertisements should suggest ways and



Stock taking in as active a store as this, where the hustle and bustle demands quick handling of goods, reveals goods that are slightly damaged, goods that are soiled—and there are remnants in stationery as well as in dry goods: one-sixth of a dozen of this, one-quarter of that, an odd chair, a sample desk. Each department contributes its quota and makes a whole of considerable magnitude.

The stock freshening method of most stores is an extra percentage to salespeople—and time: A method which seems to us not only unfair but decidedly poor business policy.

As we see store keeping, the speedy sale of these goods for room making and stock freshening is imperative—but they should only be sold for what they are and at a price that will make every buyer pleased with his or her purchase—a temporary substantial loss is certain,but the store will profit in the end—in popularity—in new friends and their confidence—a general kindly feeling that contributes to a greater business.

Note Carefully the Former Price—the Sale Price

Business Furniture Department

Never has such an opportunity been known to secure dependable Desks, Chairs, Couches, Divans, etc., as is offered by this sale.

Roll Top Desks

from $40.00 to $34.00
Quartered oak—54 inches wide, high roll, Cutler make.

from $46.00 to $40.00
Quartered oak—60 inches wide, high roll, Cutler make.

from $52.50 to $42.50
Quartered oak—60 inches wide, high roll, Cutler make. These Desks quoted above have automatic blotter and locked attachment.

from $108.00 to $80.00
60-inch quartered oak, swinging pedestals with files high roll, built-up top.

from $75.00 to $60.00
60-inch Mahogany, fitted blotter, pigeon holes and letter files.

from $59.00 to $44.00
54-inch mahogany, high roll, two letter file drawers and closed pigeon holes.

from $65.00 to $40.00
54-inch mahogany, high roll, special finish, Derby make.

from $28.00 to $28.00
Oak—50 inches, high roll, raised panels, hard wood interior.

from $75.00 to $50.00
60-inch Quartered Oak—High roll, Globe make.

from $60.00 to $60.00
60-inch Solid Mahogany—High roll, Globe make.

Flat Top Desks

from $32.00 to $27.50
48-inch Solid Mahogany—Double pedestal, water rubbed finish, Cutler make.

from $88.00 to $61.00
60 inches long, 40 inches deep—Leather top, swinging pedestal with letter files.

Typewriter Desks

from $21.00 to $17.50
40-inch Quartered Oak—Flat top, single pedestal, built up base.

from $17.50 to $10.00
36-inch Oak—Roll top, one row of drawers.

from $5.50 to $4.00
Oak—One drawer and folding shelf at side.

from $12.75 to $10.50
Standing Book-keepers' Desks, plain oak, light finish, 5 feet long.

Revolving Desk Chairs

from $5.75 to $4.80, all quartered oak with arms
from $6.00 to $4.75, all quartered oak.
from $6.50 to $6.00, quartered oak, leather back.
from $8.00 to $7.50, all quartered oak, extra high finish.
from $8.75 to $6.50, all quartered oak with arms.
from $8.25 to $8.00, all quartered oak.
from $6.50 to $4.50, quartered oak.
from $11.25 to $7.50, quartered oak, spindle back.
from $15.00 to $12.00, quartered oak, carved arms.
from $12.50 to $8.00, quartered oak, leather back.
from $12.75 to $8.75, quartered oak, leather back.
from $15.50 to $11.00, all quartered oak.
from $21.00 to $14.00, leather upholstered.
from $10.50 to $6.00, all quartered oak.

Morris Chairs

from $12.75 to $9.50, oak and imitation mahogany; stylish cushions.

Business Furniture Department

Leather Couches

From $40.00 to $25.00—Oak base, plain leather stuffed with hair.
From $45.00 to $36.00—Oak base, tufted leather stuffed with hair.
From $51.00 to $28.00—Oak base, tufted imitation leather, steel springs.
From $48.00 to $32.00—Oak base, tufted leather, hair stuffed.
From $35.00 to $20.00—Oak base, tufted imitation leather, steel springs.
From $28.50 to $22.00—Oak base, tufted imitation leather.

Leather Chairs

from $24.00 to $18.50
Revolving, oak finish and high back.

from $33.00 to $18.00
Revolving, oak finish, leather seat and back.

from $32.00 to $27.50
Oversatuffed side chair—very handsome.

from $48.00 to $30.00
Solid mahogany—Directoire pattern—carved top and arms. Leather back.

from $30.00 to $25.00
Revolving, oak finish, low back.

from $80.00 to $42.00
Revolving, oak base, carved back and arms.

from $48.00 to $30.00
Oversatuffed, extra large size, spring seat and arms.

Leather Divans

from $60.00 to $53.00
Oak base, 72 inches long, tufted arms and back.

from $65.00 to $51.00
Quartered oak base and plain back, full 66 inches long.

Card Tables

From $3.00 to $2.00 folding, with green cloth top.
From $35.00 to $29.00, combination, with 4 chairs; weathered oak.

Poker Tables

from $30.50 to $24.50
Weathered oak, reversible top, 6 cups, combination card and cloth table.

Revolving Book Cases

From $17.50 to $11.00, cherry finish, 2 shelves high, ball bearings.
From $16.00 to $14.00, oak, 3 shelves high, heavy base.
From $15.00 to $12.50, quartered oak, 3 shelves high, ball bearings.

Cellerettes

From $25.00 to $18.00, mahogany, bottle and glass rack interior.

Copying Presses

From $4.25 to $3.50, 10x14, black enamel finish.
We have a number of Copying Press Stands which we will sell at cost.

Dictionary Stands

From $3.75 to $3.00, black japanned frame, adjustable to any height or angle.

Women's Desks

The really choice things in fascinating have always been found at the Hoskins Store—the following numbers are no exception. We sacrifice them for room for incoming furniture.

From $6.50 to $4.50—Plain Oak.
From $9.50 to $7.50—Quartered Oak.
From $15.50 to $12.00—Quartered Oak, special finish, open construction.
From $60.00 to $45.00—Colonial, plate glass front, mahogany secretary.
From $38.50 to $40.00—Colonial secretary, bookcase top.

Stationery Department

Boxed Paper and Envelopes

An appropriate reduction when quantities of impressive paper are needed for vacation correspondence.

from 15c to 7c
Standard Angora, variety of dainty tints.

from 45c to 15c
Parte—oblongue—Extra wove, polaris finish—odd shape.

from 35c to 15c
Initial Paper—illuminated in gold and tints.

from 25c to 7c
Initial Paper—stamped in color—letters N, U, X, Y only.

from 50c to 25c
Whiting's Tulle—linen, Florian and wood violet.

from 40c to 19c
L'art Nouveau—store only, drawer box.

from 60c to 22c
Whiting's Parisian Notes—daintily tinted edgings.

Fountain Pen and Cutlery Dept.

Did you ever hear of a Fountain Pen for 25c?—handy? We are going to discontinue our 30c pen; what we have of them are yours for 25c each.

Fountain Pens . . . . . from 30c to 25c
Fountain Pens, gold bands . . from $1.50 to $1.00
Fountain Pens, chased barrels, from 75c to 50c
Stockton' Pockets . . . . . from $1.00 to 75c
Pocket Flasks . . . . . from 40c to 20c
Pocket Knives . . . . . from 25c to 15c
Scissors . . . . . from 25c to 10c

Commercial Stationery Sundries

No business house should overlook the opportunity of saving on the numerous little things that are almost daily needs of the office.

Faber's Rubber Erasers, from 5c to 3c each.
Flat Rubber Erasers, from $1.00 to 50c pound.
Assorted Lead Pencils, from 5c to 3c each.
Blackage Bottles, from 25c to 10c each.
Ink Stands, from 50c to 25c each.
Sponge Cups, from 25c to 20c each.
Eureka Blotters, from 50c to 25c each.
Absorbent Pen Cleaners, from 25c to 15c each.
Tin Stamp Boxes, from $1.00 to 50c each.
Barometers, from $3.00 to $1.00 each.
Writing Tablets, from 5c to 3c each.
Cherry Photo Envelopes, from $1.50 to $1.00 per hundred.
Assorted Waste Baskets, from 50c to 25c each.
Arm Rests, from $1.00 to 50c each.
Paper Weights, from 25c to 15c each.
Name Directories, from $4.00 to $2.00 each.
Name Directories, from $1.00 to 40c each.
Hexagon Pencils, from 40c to 20c dozen.
Marking Crayons, from 35c to 25c dozen.

Self Piercing Paper Fasteners

No. 41. Per thousand, from 75c to 60c.
No. 43. Per thousand, from $1.00 to 60c.
No. 45. Per thousand, from $1.25 to $1.00.
No. 46. Per thousand, from $1.50 to $1.10.
No. 47. Per thousand, from $2.00 to $1.25.
Check Protectors, from $3.00 to $1.00 each.
Letter Scales, from $13.00 to $5.00.
Letter Scales, from $9.00 to $4.00.
Wenzel's Clip Holders, No 1, from $1.20 to 60c ea.
Wenzel's Clip Holders, No 16, from $2.50 to $1.20 ea.
Wenzel's Lock Holders, 8½x11, from 90c to 45c ea.
Wenzel's Lock Holders, 10½x14, from $1.20 to 60c each.
Wenzel's Loose Leaf Holders or Binders, an excellent contrivance for filing invoices, bills, orders, etc.

Filing and Card Index Department.

Sweeping reductions that should be of especial interest to business and professional men.

from $22.00 to $10.00
6 drawer mahogany cabinet—Globe make—3x5 card, duplex rod.

from $70.00 to $30.00
40 drawer quartered oak cabinet—Globe make—3x5 card, duplex rod.

from $84.00 to $63.00
48 inches drawer quartered oak cabinet—Globe make—3x5 card, duplex rod. Capacity 90,000 cards.

from $22.00 to $12.60
2 double drawer quartered oak cabinet—Globe make—4x6 card, duplex rod.

Card Index Trays

from $3.00 to $1.80
Quartered oak, with cover—Globe make—size 4x6, with rod; capacity 1000 cards.

from $4.00 to $2.00
Quartered oak, with cover—Globe make—size full, with rod; capacity 1000 cards.

Leather and Fancy Goods Dept.

Hundreds of articles are reduced far below the actual cost of manufacture—to enumerate them here would be impracticable—a visit to the store is the proper way. You are sure to find something that satisfies your fancy and the purchase price so trifling it will amaze you. Buy the Fall outfit prices now.

A few illustrations of reductions:

Chatelaine Bags from $5.00 to $2.50
Mendgan Carmel Bags from $3.50 to $1.25
Black Seal Bags from $3.75 to $2.50
Fitted Wrist Bags from $8.50 to $6.00
Grain Wrist Bags from $1.50 to 75c
Music Portfolios from $2.75 to $1.75
Toilet Sets, in grain leather, from $2.50 to $1.00
Toilet Sets, in alligator, from $4.75 to $3.00
Leather Cigarette Cases from $2.00 to $1.00
Leather Cigar Cases from 50c to 25c
Traveling Ink Wells from 75c to 25c
Leather Covered Combs from $2.25 to $1.25
Smoking Sets from 50c to 25c
Silver-Handled Pens from $2.00 to $1.00
Shaving Mugs from 50c to 25c
Russian Bronze Vases from $5.00 to $3.00
Articles priced at two-thirds and over richly illustrate the after-stock-taking reductions all through the department.

Playing Card and Game Dept.

Supply the country or seaside home with games for the entertainment of visiting girls.

Dominoes in plush boxes, from 75c to 35c
Chessmen, French pattern, from $1.50 to 75c
Chessmen, Staunton, from $3.00 to $1.50
Cribbage Boards, double . from $3.00 to $2.50
Cribbage Boards, single . from $2.00 to 75c
Poker Sets . . . . . from $25.00 to $12.00
Poker Sets . . . . . from $5.75 to $4.75
Poker Sets . . . . . from $5.50 to $3.00

Kalamazoo Ideal Wrist Sets

24 Trays . . . . . from $7.00 to $5.00
20 Trays . . . . . from $5.00 to $4.00
12 Trays . . . . . from $4.00 to $3.00

United States Wrist Sets

20 Trays . . . . . from $5.00 to $4.00
16 Trays . . . . . from $3.00 to $2.50
Seal of Sole Office, from $1.00 to 50c per 100
Backgammon Boards . . . from $3.75 to $2.50

WM. H. HOSKINS CO., 904-906 Chestnut Street

FIG. 20

Pre-inventory or after-inventory advertisements are usually mere price lists, giving former and present prices. In this advertisement, the opening talk is good.



FIG. 21

A delightfully clean and summery advertisement. Note that the firm name is prominent but not obtrusive. The panels are separated by white space instead of heavy borders

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means of keeping cool and comfortable. Remind the public of the coolness of the store. Advertise to give an ice-cream-soda check with every dollar purchase. Invite people to "step in and rest and enjoy the orchestra music while eating ice cream in the store's electrically cooled restaurant." Such lines of early summer goods as were not sold during the July clearance sale should be offered at prices that will positively move them. With many stores, this is inventory month and the month for midsummer clearance. Many persons start on their vacations in August and need trip supplies; the vacation-supply idea is a good one for a number of August advertisements.

54. September Sales.—The first month of fall marks a general increase in business. Vacationists have returned and are ready to attend the fall openings. Displays of new cloths and new styles in men's, women's, and children's clothing attract the crowd and pave the way for future business. Then, there are new hats, gloves, hosiery, shoes, men's furnishings, and dozens of smaller lines that are in demand, ready to respond quickly to advertising stimulation. The pickling and preserving season is at hand, and the grocery and house-furnishing departments can be kept busy helping housewives lay up their fall and winter food supplies. The cool evenings cause people to provide for indoor comforts, and special sales of books, lamps, furniture, carpets, and curtains will be well attended. Clothing and supplies for school children are subject to a sudden demand because of the reopening of the public schools, and the well-advertised department store will get the cream of this business. Advertisements during this month can deal largely with new goods rather than with a great many cut-price offerings.

55. October Sales.—The first frosts are pertinent reminders of the need for woolen underwear, hosiery, and heavy clothing. Business comes easily in October, and all seasonable stocks respond quickly to good advertising. The bargain style is not so essential as in the duller months, and the advertisements may be of a more general character.

Toward the last of the month, however, special sales of fall overcoats, women's jackets, and millinery may be run if there is any lull in business activity.

56. November Sales.—In November every effort is made to close out all autumn goods. Heavy underwear and winter hosiery are pushed to the front, and winter-clothing sales increase daily as the month wears on. Thanksgiving affords a splendid opportunity for a special sale of groceries, cutlery, and table furnishings. The theatrical season is now in full swing, and the social activities of the month make jewelry, furs, silks, laces, etc. especially salable.

Fig. 22 is an example of a November advertisement.

57. December Sales.—From the point of view of the advertising manager, the holiday season begins right after Thanksgiving. Special sales of dress goods and materials for home-made Christmas presents are timely and effective. Such materials sell well up to within a week before Christmas. Immediately after December 1, the advertisements should be full of special items describing articles suitable for Christmas gifts, helping persons to make selections from the varied assortment on sale in the store. It is characteristic of Americans to put off buying Christmas presents until the very last day or two. As a result, the store is likely to be so crowded that trade is actually kept away. Valuable goods are damaged in the rush, and the procrastinating customers usually go away dissatisfied with the things they have purchased chiefly because they did not know what else to buy. The enterprising advertising manager endeavors to obviate these undesirable conditions by encouraging the early purchase of presents. Many persons buy such substantial presents as furniture, silverware for the table, etc., and it is easy to stimulate early buying in these lines. For example, the suggestion can be made that by buying silverware early, initials can be engraved before the 25th. This suggestion would likely relieve the engraving department a little.

Fig. 23 is a typical illustration of a December advertisement.

Enthusiastic Crowds Grow Bigger Day by Day

The Entire Stock of Marks Bros., Arch and Eighth Streets—$750,000 Worth at Retail

MISS GORMAN, recently with Marks Bros., has just returned from New York, where she attended the Horse Show and examined the newest millinery creations. Miss Gorman is brimful of ideas and will be pleased to see her friends and patrons at our Millinery Rooms, 11th and Market Streets.

Snellenburgs

ENTIRE BLOCK—MARKET, 11th to 12th STS.

Marks' $38 Dress Robes for $17.50

Marks' Fine Silks at Big Reductions

Marks' $1 and $1.25 Fancy Taffetas, 55c

Marks' $4.50 to $6 Silk Velvets, $1.50

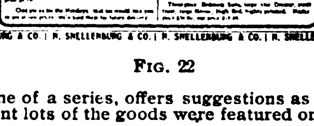
At the Horse Show over in New York last week gowns of velvet were all the rage. Does that show you how fashionable velvet is? There's no reason why you shouldn't be right in line when you can buy Marks' $4.50 to $6 ... Velvet at such an absurd price as $1.50—velvets would cost as much or more. The colors are beautiful, every shade of the rainbow shown in the collection, deep, rich pile, closely woven, swell to the eye and soft to the touch. Never less than three and oftener four yards for the usual cost of one. What a bargain!

Marks' Dress Goods at Big Reductions

Marks' Trimmed Hats and Trimming

Marks' Walking and Dress Skirts

Marks' Furniture Minus Marks' Prices



Clothing for Men and Young Men

Women's Petticoats

Dress Linings

Women's Waists

Home Furnishings

N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO. | N. SNELLENBURG & CO.

FIG. 22

This advertisement, which is one of a series, offers suggestions as to changes in copy for the same sale. Different lots of the goods were featured on different days

Lit Brothers

Hats Trimmed Free of Charge

MARKET, FILBERT, EIGHTH AND SEVENTH STREETS

LIT BROTHERS

THIS STORE IS OPEN IN THE EVENINGS UNTIL TEN O'CLOCK

Here Are "Just the Things" for Christmas

THE useful is combined with the ornamental in this superb array of holiday merchandise from all parts of the world. The great invasion of seekers after Christmas gifts has not in the least disturbed our wonderful store organization. There's comfort in shopping here, too, notwithstanding the colossal crowds. Wide aisles, broad staircases, the moving stairway and 14 passenger elevators aid folks in getting around the store comfortably.

Solid Silver Ware

Superb Jewelry

Jeweled Rings

Furniture Hints

The Oriental Room

China, Bric-a-Brac, Etc.

Art in Lamps

Rich Cut Glass

Beautiful Rugs

Art Needlework

Does He Shave?

The Smoking Den

Toys Here by the Million



Sofa Pillows

Skates, Balls, Etc.

The Social Hour

Eye Glasses, Etc.

Dainty Neckwear

Opal Sets

ALL OUR DEPARTMENTS AGLOW WITH THE SPIRIT OF CHRISTMAS

Our Handkerchiefs

Men's House Coats

Holiday Books

Slippers for All

Useful Umbrellas

Stylish Furs

Lovely Pictures

Gloves, of Course

Leather Goods

Reliable Watches

Lit Brothers

FIG. 23

An effective illustrative border and Christmas cut. Christmas advertisements sometimes waste much space with large pictures of Santa Claus, Christmas trees, stockings, etc. This page has a good Christmas effect without waste of space. The copy is excellent and well displayed

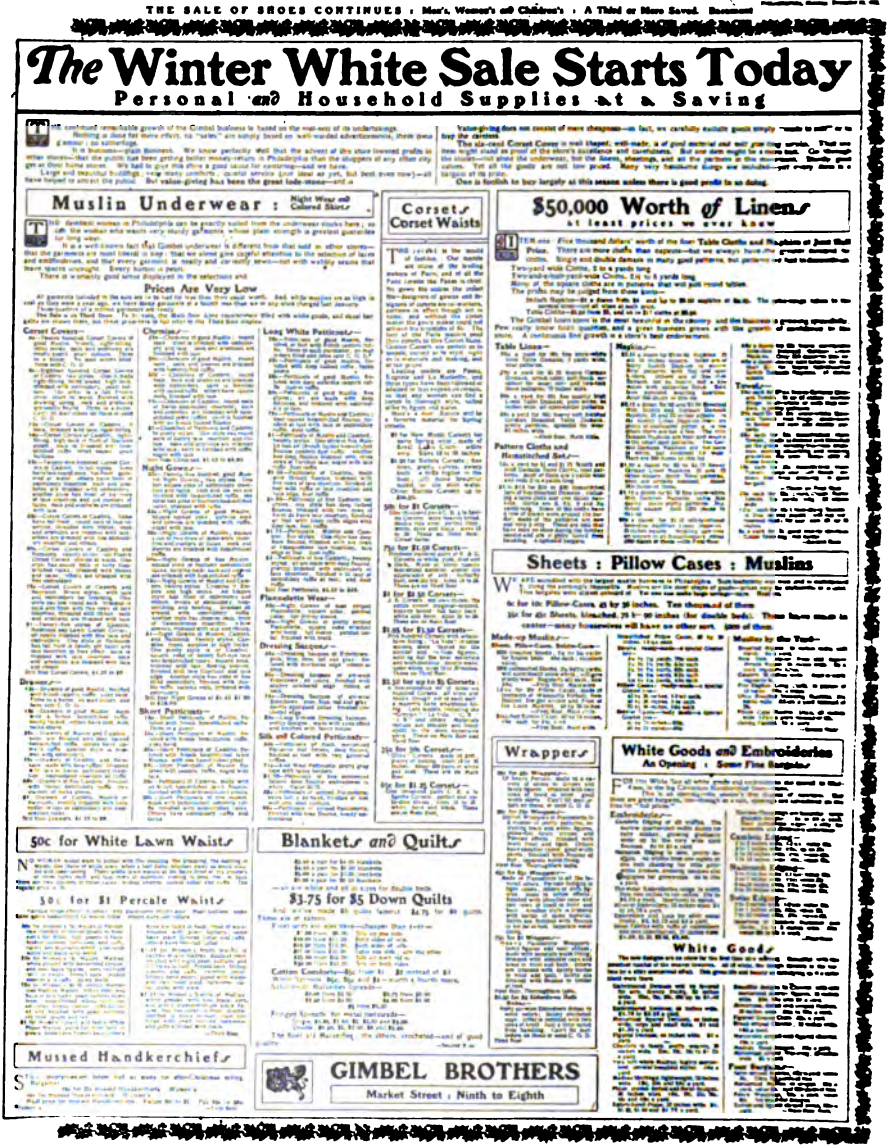


FIG. 24

An advertisement of the annual "white sale" usually conducted early in January by most department stores. Note the omission of the holly border on the left side of the advertisement, which would come in the fold of the newspaper

ADVERTISING A SALE

58. Preliminary Announcements.—Whatever the sale may be, the advertising feature of it is the important essential to its success. The advertising man should therefore endeavor to impress the importance of a sale on the public, for if he does not treat it seriously, he cannot expect the public to be impressed. Unless there is danger of attracting competition (a danger very real in most cities), the advertising man should begin by making preliminary announcements of a sale two or three days before the event begins. These announcements may be made through the newspapers or by means of circulars, or both methods may be used. It is not customary to mention prices in these announcements, owing to the likelihood of having a competitor cut under them, but the importance, scope, and advantage of the movement should be forcefully portrayed.

59. The First Advertisement.—The first newspaper advertisement in which prices are given should be published on the evening before the sale or on the morning that the sale is to begin. By every means in his power—by the use of large space, good pictures, and strong talk—the advertising man should drive home the fact that the sale is an important movement. All the accessories at his command—the windows, the store cards, the printed matter, the bill boards, if he uses them, and even the delivery wagons—should be enlisted in the campaign.

60. Reserving of Fresh Offers.—In preparing the first large advertisement, the advertising man should keep in mind that the sale must be kept going as long as the public shows the slightest interest in it. The larger stores in New York and Chicago keep their clearance, furniture, muslin-underwear, and other big sales alive for a full month. To do this requires that both the buyer and the advertiser must be resourceful. It is not easy to "dish up" the same story day after day in a fresh and interesting manner; and the best way to avoid monotony is to have a different story

to tell every day. This means that the whole story must not be told on the first day; also, that the buyers and the advertising man must keep new offers in reserve so that they can be put out as they are needed and thus keep interest alive. New pictures should be used every day, and new arguments based on the new offers or on different classes of goods should be printed each time. For example, the following schedule was used by a large New York department store in one of its February furniture sales:

JAN. 31.—Preliminary announcement.

FEB. 1, SUNDAY.—First large advertisement; a full page. Introduction, a general explanation of the reasons underlying the sale. The details were fifty-five offers of all kinds of furniture. Store decorated with special signs calling attention to the sale on the fifth floor. Windows decorated with furniture.

FEB. 2.—Half-page advertisement; practically a summary of the preceding advertisement.

FEB. 3.—Half-page advertisement, headed Brass and Iron Bedsteads in the Furniture Sale. Detail, chiefly on bedsteads, with a summary of other kinds of furniture.

FEB. 4.—Five-column advertisement headed Bedroom Furniture. The details were features of that class of merchandise.

FEB. 5.—Four-column advertisement headed Parlor Furniture in the February Furniture Sale. The details were features in parlor furniture, with brief mention of offers of other kinds.

Each day, for five or six following days, a different class of furniture was featured. Then a full-page advertisement filled with entirely new offers on all kinds of furniture was printed. From this date, the furniture-sale advertisements gradually grew smaller. In each case, they treated of some special class of furniture, as in the previous week. Toward the last of the month they treated only of single items. Three days before the end of the month the space was again increased to half pages with the "final bargains," using the argument that normal prices would prevail after the month was over. The final bargains brought the purchasers to whom extraordinary offerings appeal.

61. Proper Length of Time to Continue Sales.—It is not every sale that can be kept alive for a full month. By far the greater number of such events are for a single day only. Some of the more important can be kept alive and interesting for a week, but only the big annual or semiannual events can be successfully "hammered" for a longer time. The rule may safely be given that a sale should be continuously advertised as long as the public shows interest. It does no good whatever to waste space on a movement that falls flat. Such an event should be dropped and something else found to talk about.

SUBURBAN AND MAIL-ORDER ADVERTISING

GETTING OUT-OF-TOWN BUSINESS

62. The field of the city department store is by no means confined to its immediate neighborhood. In fact, its limits are only those set by the cost of transportation. Every large city has its suburbs, the residents of which do their shopping partly in small, local stores and partly in the city itself. It is therefore the duty of the advertising manager of the city store to attract as much of this suburban trade as he can. Suburban business is hard to get, but it is extremely valuable, because it is very likely to "stick"; that is, a suburbanite that once becomes a customer of a city store is very likely to remain a customer, as he has not the temptation to shift about from one store to another that the city dweller has.

In Fig. 25 is shown a small panel that a large Brooklyn store runs regularly in its advertisements for the benefit of suburban readers.

63. Use of Suburban Papers.—When the city newspapers circulate so widely in the suburban districts that they may be said to cover the field thoroughly, there is no need of other newspaper advertising. But where there are subur-

ban newspapers of standing and influence that have a large circle of readers, it is well to use such papers. As these papers are chiefly weeklies, it is necessary to print offers that will be good for several days, not merely special offers for the next day.

64. Refunding of Car Fare.—Some department stores make the offer to refund car fare to customers that come from a distance. The distance for which transportation is paid, however, depends on the size of the purchase. Agreeing to refund car fare is a successful way to attract trade from out of town, but it has a weak point in that it opens opportunity for some fraud. Customers of unscrupulous mind will claim a rebate even when they live in the city and have

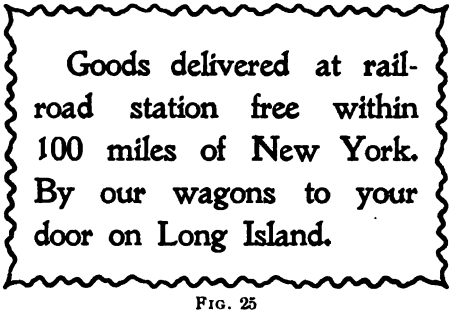


FIG. 25

not paid a cent of car fare. Each store has its own method of protecting itself against such customers, however, one of the best being to give the customer an order for the amount of the car fare on some agent (usually the railroad station agent) located in the town from which the customer claims to have come.

MAIL-ORDER ADVERTISING

65. Practically all large department stores have a mail-order department of more or less importance and do much advertising to attract purchases by mail. Mail-order advertising is really a distinct branch of the advertising business and is one that every department-store advertising man should understand thoroughly and be able to handle.

OFFICE MANAGEMENT

ADVERTISING MANAGER'S RESPONSIBILITIES

66. Qualifications for an Advertising Manager. It is perhaps unnecessary here to suggest how an advertising manager should behave toward his subordinates. Each man will meet this phase of duty according to his own temperament and experience. But it may be said that unless a manager has or can cultivate an even-tempered patience and a perfect sense of justice; that unless he knows or can learn to know when to be lenient and when to be severe; or, in short, that unless he can school himself in the management of others, he will be unsuccessful. A busy advertising office is no place for a man that cannot control his own nerves and temper. The work is usually done under considerable pressure; time is precious; interruptions are many; and trials and troubles, accidents and mistakes, are frequent. It is absolutely necessary to preserve through the hardest days a calm self-possession and a perfect mastery of one's own powers and dignity. The advertising man that allows a sudden emergency to throw him off his balance, or that relieves his own tense nerves by scolding or bullying his subordinates, seldom proves permanently successful.

67. Relations Between Advertising Manager and Buyers.—As has been previously explained, it is from the buyers of the various departments that the advertising manager secures the material for preparing the daily announcements. Within certain limits, which vary in every store, the buyer is the sole judge of what shall be advertised from his department, the price at which it shall be advertised, and the day that the advertisement shall appear. It is thus obvious that the buyer and the advertising manager must be in constant communication and work in close harmony.

The advertising man is, of course, just as much in control of his department as are the buyers in control of theirs. A certain amount of jealous regard for one's authority and command is justifiable and necessary. As the success of the advertising man depends on the results he secures, he should not be interfered with in his efforts to obtain results; with full responsibility should properly go full authority. He must, in the large sense, stand or fall on his own judgment. Strictly speaking, it is for him to say what space shall be given, what newspapers shall be used, and what language shall be employed.

As previously stated, experienced advertising managers in large stores are usually in absolute command of their own departments and allow no interference from anybody except the general manager or the proprietor. This absolute authority is wise and advisable—often actually necessary—but it is open to abuse. Its exercise sometimes leads the advertising man to arbitrary and dictatorial methods that antagonize the buyers. Such a condition is usually bad for the store and is often disastrous for the advertising man himself. No well-managed store permits friction between departments, and the easiest way of smoothing things out is to discharge the advertising man and get one that possesses more tact. One of the first things, therefore, that an advertising manager must learn is to be strong, self-reliant, and thoroughly the master of his office, yet tactful, wise, and diplomatic. It is not too strong a statement to say that his success depends on the confidence in which he is held, not alone by his employers, but also by the buyers.

68. Often the most difficult task that will confront the advertising manager is the "handling," so to speak, of those important members of the organization—the buyers. They are themselves usually strong men, masters of their business, of long experience, perfectly in touch with the needs and preferences of the public, and frequently good advertising men. They usually have well-settled opinions as to the relative value of the different newspapers and mediums

used, and these opinions cannot be ignored, because they are frequently based on actual experience. Many of the buyers are skilful writers and are disinclined to have their copy changed or their demands refused.

By going about it in the right way, the advertising man can do much toward inducing the buyers to furnish the kind of material he wishes. A "heart-to-heart" talk with a buyer given to the habit of grossly exaggerating the value of his offerings will enable the advertising man to make clear the fact that such a practice is injurious, in the long run, to the business of the store. The very improbable story that a shoe buyer may ask to have published must be eliminated without offending him. The editing, eliminating, and elaborating of buyers' copy should always be done without any exaggerated attitude of superior ability on the part of the advertising man.

69. The beginner in any store will be wise to listen to what is told him by the buyers, and to take good care to consider their suggestions or demands carefully before refusing them. An advertising man should listen well, consider carefully and thoughtfully, and be courteous and patient under all conditions of hurry or stress; then he should make up his mind, after a conscientious review of all sides, what is best and stick to it. He should make it a rule to please if possible, but never at the cost of what he believes to be best for the general business. Success will depend on his own judgment. If he judges wisely and well, his employers will be pleased with the results and the buyers will learn to have confidence in him. If he judges unwisely, or if he permits himself to be swayed this way and that by argument or appeal, he will not last long.

70. Demands for Favors.—In nearly all large stores and in most small ones, much trouble will come through the demands of certain buyers to be given the preferred position in the advertisement or to be given more than their share of space. For example, it will frequently happen on days that the largest advertisements are being prepared that two or

more buyers will each demand the "top of the page" or the largest amount of space. Sometimes, this difficulty can be adjusted by giving each buyer the preferred position in different papers, or, in some cases, one buyer can be shown that by good display his department will be just as prominent as if it were at the top of the advertisement; but when all wish to use the same newspaper and the same position, it is obvious that some one must give way. When the conflict of demands cannot be adjusted by compromise, the advertising man should decide which buyer should have the preference, on grounds of common sense and with a keen eye for the good of the general business. In case the advertising man does not wish to assume the responsibility, he should appeal to the general manager for a decision; but this should be done only as a last resort. The advertising manager should always try to run his office without help. An appeal to higher authority by either the advertising manager or a buyer is sometimes a confession of weakness; often, however, it is unavoidable.

RATIO OF ADVERTISING COST TO SALES

71. It is not always an easy matter to determine whether an advertisement or a series of advertisements has been successful. The failure to measure returns properly is the cause of frequent disaster to the advertising man. The ability of an advertising man is not reckoned, or, rather, should not be reckoned, merely on the amount of money that is spent on advertising or the amount that is saved over a previous expenditure. It would be an easy matter to spend less money, under any circumstances, than was spent in a previous year. The true test is the *ratio* of the cost of advertising to sales, and it is on such ratio, or percentage, that an advertising man is always judged.

Just what the ratio should be is a question that cannot be settled definitely. It varies with the location of the store, the character of the trade, the degree of competition, the cost of newspaper space, and the kinds of goods sold.

Some department stores get along well by spending 2 per cent. of the gross sales in advertising, while other stores have been known to spend as high as 8 per cent. The proportion varies, also, in each department. As a general rule, the staple goods that are not sold on points of novelty or style cost least to advertise. Such articles as blankets, house-furnishings, curtains, kitchenware, sheets, pillow cases, etc. are sold on a very low advertising cost—in some stores for as low as one-half of 1 per cent. This is partly due to the fact that such goods seldom possess "talkable" selling points that require generous advertising space to carry them and partly because they are usually sold at a very small margin of profit, which enforces great economy in selling cost.

72. On articles of less staple character than those just mentioned in which the profit is usually much larger, and on articles in which seasonableness plays an important part, it is almost invariably true that the advertising ratio must be larger, because the goods require quicker selling. Thus, for women's tailored suits, which all stores push very hard in the spring and in the fall, the advertising ratio climbs up to 5 or 6 per cent. in many well-advertised stores. The cost of advertising books sold on the subscription plan is often as high as 20 per cent. of their sales, but as the profit is usually more than 150 per cent., this advertising cost is not extravagant, especially when the other selling expense is low.

73. In determining the proper percentage of advertising to sales the advertiser should consider these four points that follow:

1. What is the profit on the article?
2. What is the quantity on hand?
3. Is it necessary to force sales?
4. What is the selling expense other than advertising cost?

If, for example, the article is a pair of skates on which the profit is 50 per cent., and there is only one or two months in which to sell the stock and their selling requires

only one low-priced salesman, more can be expended in advertising than would be advisable if the conditions were not so favorable. On the other hand, if the stock consists of Oriental rugs, which sell the year around, bring only 40 or 50 per cent. profit, and require large space for storage, showing, and selling and several high-priced salesmen to do the selling, the advertising cost should be governed accordingly. The quantity of goods on hand is a factor that should always be kept in mind. Well-written, well-conceived, and well-illustrated advertisements on special lines of goods are frequently seen that are poor investments in spite of their good features, because the space would scarcely be paid for even if all the advertised goods were sold.

74. In planning advertisements, it should be remembered that *results* are what count, not the money spent. No expenditure that brings commensurate return is extravagant; no economy that weakens the result is a wise economy. On the other hand, expenditures that do not bring commensurate returns always reflect on the advertising man's ability. If an advertisement that costs $100 brings in $1,000 in sales, the results may be considered as first class; but if $1,000 is spent for the same advertisement, and it brings in $10,000 in sales, the results are greater. The ratio in the second case is the same as that in the first, but the advertisement has been the means of selling more goods, unlocking more money, and bringing more customers to the store.

75. Direct Returns vs. Indirect Returns.—In department-store work, it is customary to allow, for advertising, a slightly higher percentage of the direct sales than would be considered good business policy in other advertising work, because there is always more return from the advertising than the direct sales show. Customers come in response to the advertising and buy other goods than those advertised; this keeps down the direct-sales showing, but helps out the average of the day quite as well as if the advertised goods had been bought. But while the total advertising for the day must always be considered in connection

with the total sales of the day, as a matter of justice to the advertising, it is well to watch the direct sales carefully, because there may be danger of advertising the wrong articles. Wise department-store advertising managers always keep two sets of percentages—one, the percentage of advertising to total sales; the other, the percentage of advertising to sales of the advertised goods.

76. Records as a Guide.—The claim of a buyer for advertising space must be considered with his previous advertising and his department ratio in mind. If the buyer's advertising cost is creeping beyond the proper point, either he or the advertising man is at fault, and the fault must be corrected. The goods may be wrong or the prices may be too high; or, the advertising man may not be conducting his work along the right lines.

As has been stated, it is impossible to give definite figures of advertising cost in proportion to sales, because they vary under various conditions and under various managements. As a general thing, however, it will be found that the proprietor or general manager has decided views on this point, which will be impressed on the advertising man at the beginning of his service. In default of such instructions, the advertising man should be governed by good sense and business judgment. Considering all the best stores throughout the United States, it is probable that an advertising cost equal to 3 per cent. of the total sales is something like the average. But the figure varies with each store, each locality, and each manager.

It is obvious, therefore, that the duty of the advertising man is to make his advertising ratio, under all circumstances, as low as he can. He should watch results carefully and keep accurate records and study them. Every possible method of decreasing cost and of increasing efficiency should be considered, but there should be no hesitation to increase the cost of advertising if efficiency is also increased proportionately. The problem is complicated, but it is also fascinating and will repay the most careful study.

KEEPING OF RECORDS

77. The advertising manager must be able to answer any question concerning his own office at any time. As has been previously stated, department-store figures are very largely comparative; that is, the measure of success or failure and the questions of expenditure or retrenchment are settled to a great extent by the precedents established in previous years. The great test question that governs most problems of expenditure is, What did we do last year? On what was done and on the result of what was done depend most of the decisions for the future.

This means that the advertising office must have a very complete record of all its work and its results. It would be ridiculous to do a thing one year if it had been tried the previous year and proved unsuccessful. On the other hand, unless some good reason exists, it would be unwise to omit doing a thing one year that had proved successful the previous year. The records of an advertising office should show the condensed experience of that office, and they should be kept in such a way that they will be valuable not only to the advertising man in charge but also to his successors.

78. File Books.—First among these records are the **file books.** There should be one large book, or **general file book,** as it is called, into which is pasted with its date and the name of the medium in which it appeared, every advertisement printed by the store. Many managers divide this file book into several parts—one for daily newspapers, one for weeklies, one for monthlies, and one for "miscellaneous," such as programs, souvenir books, etc. Each office will have its own system, founded on its own requirements, but somewhere there must be a copy of every advertisement that is printed, and this copy must be in a place where it can be found instantly.

Many managers write the results of such advertisements on the margins of the clippings, and at the same time make a memorandum of the weather that prevailed on the day of

sale. If this system is followed, a cipher code should be employed, for no store desires to have its actual figures of sales generally known, and file books are sometimes exposed to the scrutiny of more eyes than those of the management.

79. Department File Books.—In addition to the general file book or books, there should be a set of **department file books,** one for each department. In these books, the department advertising clipped from the large general advertisements is filed. This is done to enable the manager to ascertain instantly the facts about the advertising done by any department without taking the trouble to measure up from the general file book. Results of specific advertisements should be kept carefully in these department books, using the same cipher code employed for the general file book. It will then be easy to refer to any department sale and learn just what the result of a certain kind of advertising was. If the result was great, it is usually wise to follow the same line of argument when possible. If the result was meager, an attempt should be made to learn the reason, and if the advertising was at fault, it should be improved when the occasion arises again.

80. File Book for Printed Matter.—Another file book should be used for the printed matter prepared by the advertising department. In this book should be pasted a sample of every folder, booklet, card, letter form, envelope, announcement, circular, etc., that the store distributes. Each sample should be endorsed with the quantity used; the method of distribution, whether mailed, distributed by hand, placed in packages, or otherwise; the name of the printer and the price paid the printer; together with a memorandum of results attained, if they can be determined. A good file book of printed matter, properly endorsed, is extremely valuable, not only for its suggestions, but for its educational value in regard to the cost of printing—a point on which no advertising man can be too well informed.

81. Suggestion File.—Another very valuable record for the busy advertising man is the **suggestion file,** or, as

one prominent advertiser calls it, the "department of inspiration." This usually takes the form of an ordinary box file or indexed scrap book, and in it are kept, under department headings, every good piece of printed matter, every effective idea, every particularly good advertisement, and every newspaper item that contains possible material for future advertising use.

No man, however brilliant, can afford to ignore suggestions from other minds. Of course, no copying should be done—although this frequently happens—but there is no objection whatever to adopting a good idea that is thought to be valuable, provided it can be done in a dignified manner and without injury to the originator, and especially if an improvement can be made on the way the other man has used the idea.

82. Competitors' File. — Expert department-store advertising men watch their competitors closely. In most stores, a file of the advertising of their rivals is kept as carefully as their own. One reason for keeping this file is to watch and profit by the successes or mistakes of the rivals, and this involves the necessity of keeping informed about the real results of their efforts. Actual figures cannot be obtained, of course, but some careful observer is usually sent to the rival store to determine the amount of attendance and the general results, and this information is then noted on the advertisement in question. Chiefly, however, the purpose of the competitors' file is to be warned in advance of important movements. It is almost a fixed rule among department stores that big sales will be repeated each year on about the same date. This is because the buyer of the department concerned desires to "beat his own figures" of the preceding year and will always try to do it either on the same day or at least in the same week. Therefore, if a rival has some special sale movement that gives very large returns, the advertising man can be fairly sure that on the same day of the next year some effort on the part of this rival will be made to meet those sale figures. The advertising man can

then govern himself accordingly. It will not do to let a competitor have all the business in that line on that day.

83. Advertising-Expense Records.—The advertising expense of each day, divided into departments, and the news-

Schedule of Advertising—Week of September 21–26

PAPER	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
News	1892 890 —	7328 840 —						
Post	13602 68 —	6002 32 —						
Express	15002 97 50	12002 75 —						
Star		10002 70 —						
World		7562 62 50						

FIG. 26

papers in which the advertisement appeared, should be carefully recorded. The manager must at all times know exactly where he stands in the matter of expense. There are many systems and forms for keeping such records. In Fig. 26 is

Distribution of Advertising Cost—Week of September 21-26

PAPER	Weekly Total	Dress Goods	Millinery	Furs	Underwear	Shoe	Cloak	Furniture	Carpet	Grocery
News	$ 490 —	40 —	20 25	— —	35 —	40 75	— —	75 —	42 50	25 —
Post										
Express										
Star										
World										

FIG. 27

shown a simple form for keeping a weekly record of the advertising done with different newspapers. Fig. 27 illustrates a form used for distributing the weekly advertising expenditures among the different departments.

The space occupied by general headlines, general introductions, borders, etc. can be charged either to the general advertising expense or to each department in proportion to its size. This expense is usually charged separately, but, finally, together with such expense as salaries, etc., it is distributed pro rata among the different department accounts.

Every advertising manager will, of course, make up forms to meet his individual requirements.

84. The keeping of such records is in the line of accounting work, and can be attended to by an assistant. Some stores combine these records with the record of sales results. In such cases, the bookkeeping department can furnish the sales figures. A record of the sales of advertised merchandise in each department may be kept separate from the sales of other goods, and sent to the head of the firm or the merchandise manager promptly at the end of the day's business, together with—if sales have not been good—samples of the fabrics or garments, as the case may be.

If the sales have not been what they should be, the general manager or the merchandise man, the advertising man, and the buyer should hold a conference and try to find out why the advertisement did not sell the goods. If the poor sale cannot be attributed to the weather or to some sudden diversion of public attention, there are just three other ways to account for it: (1) It was not advertised properly—in language or display or both; (2) it was not good value —either intrinsically or as compared with the offerings of some other store; or, (3) it was not sufficiently seasonable.

Getting at the truth may result in making some one feel uncomfortable, but if the advertisement was weak, the value poor, or the goods too much out of season to sell well, it is a good thing for the store to have the advertising man, the buyer, or the merchandise man learn of the weakness of the sale. Such a course, if intelligently followed, will inevitably lead to a reduction of the cost percentage.

85. Miscellaneous Forms.—In Fig. 28 is shown a **notification blank** used to inform the head of the depart-

ADVERTISING OFFICE

STEWART-BROWN CO.

*Boston,*_____*190*

*M*_____

*Dept.*_____

*Your advertisement relative to*_____

_____

*appears in the*_____

*Sunday*_____ *Morning*_____

*Evening*_____

*Goods to be on sale*_____

Very truly

CLIFFORD J. TANNER

Advertising Manager

FIG. 28

ment that his offerings are about to be advertised. He is thus given an opportunity to be fully prepared. It is customary to send a clipping of the advertisement with this form.

In Fig. 29 is shown a heading of a sheet on which omitted items are pasted and returned to the head of a department.

In Fig. 30 is shown an **advertising order.** This blank is used to instruct a newspaper in regard to inserting an advertisement, and covers the date of insertion, the amount of space, and the position the advertisement is to occupy. This blank is usually made in triplicate, one copy for the newspaper, one for the advertising-office file, and one for the bookkeeping department.

86. Competitors' Expense Records.—It is customary in the largest stores to keep a record of the expenditure of competitors for purposes of comparison. If a rival store makes large increases or sudden diminutions in the amount of space used in newspapers or other mediums, it may be of importance to take notice of it and to try to ascertain the reason. Perhaps the rival store has discovered something that has been overlooked by the advertising man. In all these matters relating to competitors the advertising man must be governed by good judgment. He should not follow blindly the competitor's lead; the competitor may be wrong. On the other hand, the advertising man should not obstinately ignore what is being done by a rival; the rival may be right. Eternal vigilance is the price of advertising success.

SHOPPERS

87. In large stores, as has been stated previously, there is a staff of expert *shoppers*, whose duty it is to keep the advertising office (or the merchandise office) fully informed of the business being done and the values being offered in competing stores.

Every advertising office should have its own medium of information. If there is no regular shopping force, some

ADVERTISING OFFICE, STEWART-BROWN CO.

Omitted Advertising Item

M_____ Dept._____

The attached item, intended to be advertised on_____has been omitted

If desired later, please return, pasted on regular advertising request blank, with desired date filled in.

CLIFFORD J. TANNER, Advertising Manager

FIG. 29

ADVERTISING ORDER

New York, _____ *190*

To _____

Please insert our _____ *advertisement*

in your (Evening) (Morning) issue of _____

in space of _____

on page _____ *position* _____

STEWART-BROWN CO.

No. ____ ____

_____ *Adv. Mgr.*

FIG. 30

clerk in the office should be selected. If no clerk can be found to do this work, some keen-eyed, close-mouthed saleslgirl should be chosen.

It is well to remember that the only possible value of a shopper is in giving the advertising man the exact facts, unprejudiced either way. The shopper that always finds things better in other stores is not quite so bad as the one that always finds things the other way, but it might be well to try somebody else before accepting her judgment.

With a competent shopper at his command, the advertising manager is guarded against making many mistakes that otherwise might injure him. If a buyer represents an article as "worth a dollar," the shopper should be sent out to learn what is the best article of that kind that can be bought elsewhere for a dollar. If necessary, the shopper should be instructed to buy the article and bring it back; then the advertising man can compare his buyer's offer with the proved facts.

When a competitor advertises an article at a lower price, a shopper should at once be sent to buy it. This article should be examined and the buyer of such articles should be called in to explain why he is undersold; and in such cases the advertising man should not be too easily satisfied with the buyer's answer.

The shopper should also keep the advertising man regularly informed of how other stores of the same class are doing. If it is learned that any one store is constantly busier than the one in which the advertising man is employed, it is his duty to find out why and attempt to change that condition at once; that is what the advertising man is employed to do. He may not be able all at once to overcome a successful rival, but he must study the rival's methods as reported by his shopper, study the goods brought to him by her, look into the rival's values, analyze the rival's advertising, and then "beat" the rival on all points if he can.

Shoppers are also used to test the salespeople and the service of the store in which they are employed, but this testing is rather in the province of the general manager.

EXTRA-OFFICIAL POWERS OF THE ADVERTISING MAN

88. The advertising man may well ask, in view of the preceding remarks, "What right have I to interfere with the merchandizing end of the business? I am only the advertising manager; how can I control the buyers and the management?"

The answers to these questions depend a great deal on the advertising man that asks them and on the store in which he is employed. Strictly speaking, the advertising manager controls only his own branch of the business, and, except as is pointed out later, has no more right to interfere with the buyer than the buyer has to dictate to him. In practice, however, there is no sharp distinction—no precise line that neither may overstep. There is nothing to prevent the buyer from making suggestions to the advertising man as to the advertising, and he frequently does. This situation has already been treated and the proper method of meeting it outlined. Much depends on whether suggestions are good. An advertising man that refuses to listen to suggestions from anybody is unwise; and if he refuses to adopt a suggestion that he sees is good, merely because it did not originate with him, he is worse than unwise.

In a similar manner, the advertising man is perfectly free to make suggestions to the buyer. If the suggestions are good (and the advertising man has the testimony of his shopper to support them), the buyer should listen and consider. If he does not, he is in the wrong and may justly be led to suffer for it.

89. In nearly all stores, especially the large ones, the advertising man has greater liberty than that possessed by the buyers or by any one else in the store except the general manager. In fact, it is the advertising man's right and duty to make suggestions to the management itself. This duty cannot be given too serious attention; it is full of possibilities for the advertising man's own good, as witness the number

of men that have entered a store as advertising managers and ended by becoming general managers or part owners.

By virtue of his position as the man responsible for the increase of sales, the advertising manager has great freedom along these executive lines. There is scarcely anything that can happen in any department that does not more or less directly affect the increase of sales and therefore affect the interests he has in charge. Therefore, wise, carefully considered, fully worked-out suggestions on almost any point concerning the business, whether strictly relating to advertising or not, are made with perfect propriety and will usually be received with attention. If they are good suggestions, they will be adopted. The advertising manager that gains a reputation of exercising good judgment and clear thought, of having keen foresight, and of forming correct conclusions is much more than merely an advertising manager; he is usually the right hand of the general manager and very frequently becomes the general manager himself.

ADVICE TO BEGINNERS

90. The position of advertising manager in a store of any size opens the door to a mastery of modern retailing in all its branches—a door that is open to no other man in the organization in an aspect so wide and inviting. In this field of effort, the great rewards come to the men of ideas, coupled with common sense, and executive force. The fundamental duty of an advertising man is to furnish ideas. He should keep his head clear, or the ideas will not come clearly. The stress and pressure of a busy office, the constant, watchful vigilance demanded of the position, the necessity for quick decisions, the never-ceasing grind of the daily work—all these draw heavily on a man's vitality and mental alertness.

The records of the advertising business, like the records of journalism, which is a field somewhat allied to it in character, show that this unending mental stress and nervous activity are likely to create a desire for artificial stimulant.

Both advertising and journalistic fields are thickly carpeted with the metaphorical bodies of those who have yielded to this temptation. Natural talent—even brilliant genius—has fallen far short of even moderate success because of it. There is no intent in this purely commercial treatise to drag in an uncalled-for argument on temperance; nevertheless, the warning is perfectly legitimate—as legitimate as would be a warning against accidental poisoning in a treatise on the method of choosing edible mushrooms.

Again, it is wise to warn the advertising man against the danger of mingling business and friendship. The advertising manager of a large store is the dispenser of much business that is eagerly sought by newspapers and printers. It is the natural policy of solicitors of business to try to "stand well" with the advertising man, and the easiest way to do this is by extending personal favors.

The advertising man should be careful about accepting personal favors from anybody with whom he may do business, no matter how slight or casual such matters may appear. He should not do anything nor accept anything that will render it even in the slightest degree embarrassing for him to refuse to do a favor in return. He may do as he likes with his own money; but the money he spends for newspaper space or printing is not his own; it is a trust in his hands. He should let no consideration of personal preference, friendship, favors received or favors expected, influence him, but should be governed only by the thought of what is best for his employers.

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